



Hello team!

Your challenge:

We would like to live in a world where people can live longer, live better, live together, and live greener.

Can you create or improve a product, app or service (solution) that uses AI technology to make the world a better place?

Artificial Intelligence (AI) has the potential to transform the way we live. We challenge young people to develop innovative, practical solutions that use AI for social good.

This toolkit has been developed to help you think about innovative solutions. The toolkit contains 4 steps with top tips and activities for teams interested in entering the Prize:

Step 1: Observation (What issues are there to be solved?)

Step 2: What's the story? (How do you feel about those issues?)

Step 3: Generate ideas (Work as a team to submit the best idea!)

Step 4: Planning (How you can turn your idea into reality?)



Step 1: Observation

Observation is a very important step to come up with new ideas. It will enable you to see first hand what issues people struggle with and perhaps how your new idea can help them.

If you want to find a useful idea that can truly help people around you it's best to start with observing them.

First, you need to identify what theme you want your idea to tackle: Living Longer (Ageing Society), Living Better (Active & Healthy Lifestyles), Living Together (Future of Mobility / Transportation) and Living Greener (Environment & Sustainability).

Secondly, think who you can speak to that might have good knowledge about the issue - for instance a fitness instructor or your cousin who is a carer.

Talk to them. Try to find out what are the biggest issues they face or what new solutions they've heard of. Try asking what technology they use or what technology they would find useful.

What you found from your observations and conversations will provide the inspiration for new ideas! Some of that information you might decide to include in the entry form.

TOP TIPS:

Ask open ended questions

Listen and be attentive

Don't assume you know all answers so ask why - for instance 'why do you think it's important' or 'why doesn't it work'

Have a list of questions prepared before but try asking spontaneous questions as well

If you already have an idea, try asking questions about it - that way you can test if your idea will work!

If you don't have an idea yet - be curious!
Observation and conversations will open your eyes to problems and how they can be solved



Step 2: What's the story?

Next step is to think about what you saw and how you felt about it. What does it mean? Could you tell a story of what you learnt?

It's important to analyse what you learnt after observing and speaking to someone who's got a good understanding of an issue. It is a powerful way to discover what's important.

Could you tell a story of what you learnt?

Try to think how you felt and decide what issue you want to tackle. We want you to work on a project you care about!

Noting down what you saw and how you felt about it will help you with planning the details of your idea.

Finally, encourage your team to share their observations, thoughts and stories.

TOP TIPS:

Be descriptive

Try to think what you feel and what people relevant to the issue you've chosen can feel

When telling a story try to answer following questions:

Who? Did you see/speak to?

What? Did you see?

Why? Do you think it matters?

How? Can you help them?

Listen to stories told by other team members



Step 3: Generate ideas

When you know what issues are faced by people around you, it's time to think how you want and can help. Have a session to generate ideas as this will eventually lead to deciding what idea you will plan in detail and develop.

Dedicating a session to generating ideas is an effective way to come up with lots of ideas and look at issues from different perspectives.

Sit down with your team and think what solutions have a potential to solve the issues you're trying to address. Stay focused on the topic but throw out as many ideas as possible! You never know which one you decide to take forward.

At the end of discussion you need to answer final questions:

- Which of your ideas can truly help solve the issue?
- Does your idea relate to one of the Prize's themes?
- How is your idea using the Artificial Intelligence?

TOP TIPS:

Think from different perspectives

There are no bad ideas at this point!

Encourage wild ideas - they can turn into breakthrough solutions

Build on ideas that your team members - think 'and' rather than 'but'

Stay focused on the topic



Step 4: Plan

Once you decide what idea you want to develop, it's time to plan this process. Think what it takes to turn it into reality.

Planning is an exciting exercise because you can see for the first time how your idea becomes a reality, at least in theory.

To structure your planning look at Prize's **entry form** and **judging criteria**. That way you won't miss anything important.

Think about:

- What is the purpose of your idea?
- What issue is it trying to solve?
- Who will use your idea? Will they like it?
- How does your idea use AI?
- How can you advertise your idea to people?
- Do you have clear roles in your team? It's time to decide who's good at what!

TOP TIPS:

Check on the Internet if your idea is new and doesn't exist already. If it does, see how you could improve it or choose a different idea from the brainstorming exercise

Try to look from different perspectives

See the entry form and judging criteria to make sure you don't miss anything important in your planning

Make sure your idea is using the Internet of Things concept

Divide work between team members