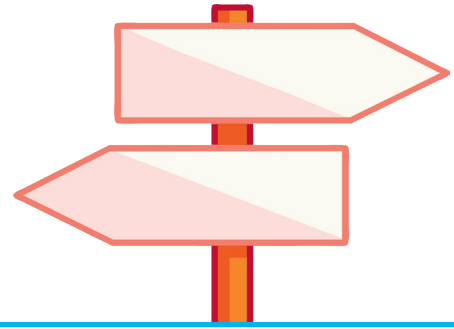


Business Challenge

Could you be a successful entrepreneur?

Entrepreneurs are independent thinkers who believe they have the ability to succeed.

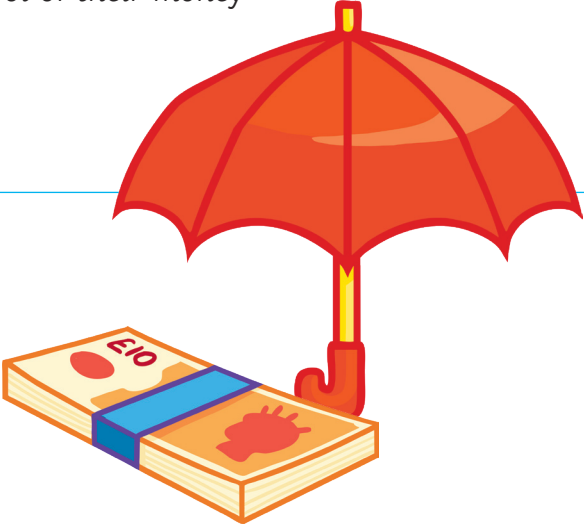
Your Task



Design a financial educational tool (e.g. app, video, board game etc.) to help young people.

Split into groups of 4-6 people.

Your task is to present a business idea pitch at the end of the session.

Why is your product important?	What your product needs to solve?
<p>People don't save enough!</p> <ul style="list-style-type: none">• On average people save 5%• People aged less than 35 save -2%• The savings rate required to maintain living standards post-retirement is 15%	<p>"Giving young people a tool to help them feel in control of their money"</p> 

Think carefully about:

- **Who** is your **target audience**?
- **What** are the **specific problems** that your target audience are experiencing?
- **What** is your proposed **solution**?
- **How** will your product **solve** the problem?

What do you intend to create to solve the problems for your target audience?
