

## Exercise 2

### Problems I Solve



I Help People Who Need To...	They Haven't Solved This Problem Already Because...	How I Could Help Them Solve It

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This exercise helps you identify problems that real people struggle with (whether as part of their job, or personally) and that you might want to solve.

Different people might need to accomplish the same thing, but have different reasons they haven't already done so. One person may not have the money; another may not have the time; a third may not have the right resources in place; and a fourth may not know where to start looking for the help they need (or even know that it exists).

Each of these would be a different problem, and each would probably have a different solution.

Don't worry too much about describing these people based on demographics or the companies they work in. (In fact, if you can do this exercise **WITHOUT** mentioning demographics or company characteristics like industry etc., even better!) Focus for now on the problem they're having, why they haven't solved it already, and how you could help.