

Innovation Lab Problems Worth Solving



Marshmallow Challenge



Resource Kit:

- 20 sticks of spaghetti
- 1 yard of tape
- 1 yard of string
- 1 jumbo marshmallow
- 1 pair scissors

Instructions:

1. 18 minutes to build the tallest structure possible.
2. Marshmallow must stand on top of the structure.
3. Can only use supplies provided in the resource kit.
4. Cannot borrow or steal supplies from other teams.
5. Structure has to be free standing.



Where others see
problems,
entrepreneurs see
opportunity.

A PROBLEM WORTH SOLVING?

1 List a problem you would like to solve.

2 Do you have an idea to solve the problem that can be sold? Describe it below.

3 Who is your customer?

4 What is your unique value proposition?

5 How will you solve the problem?

6 How will you reach your customers?

7 Can you make money?

partner assignment

1

find a partner

2

brainstorm a problem you both would like to solve

3

discuss how you would solve the problem

4

determine your audience and UVP

5

identify how you will make money

Lean Canvas: Vegan Restaurant

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segment
	Metrics		Channels	
Costs		Revenue		