The Problem Pitch Competition

What you need to do?

Organize a team of students who enjoy the same recreation, or selection of recreations. **Note:** YOU DO NOT NEED A HAVE A SOLUTION TO PITCH, this is about understanding a problem not proposing a solution.

Then do the following steps:

**Find important problems in recreation.**
Starting with the team’s favorite recreations, look for discussions about important problems affecting this recreation. Find as many as you can.
- For example, is the recreation difficult to learn? Is it difficult to understand? Is the equipment very expensive? Is it dangerous? There our many other such problems. The best place to look is in the business media. If the issue is commercially important, it will already be discussed and its importance will be described. [A workshop showing these research tools will be offered.]

**Context.**
For each of the important problems you are looking at, answer the following questions.
- Who are the current players concerned or affected by the problem? What are their current activities?
- What circumstances or conditions are affecting your problem? For example, is your problem affected by the aging of the population? Is it affected by changing trends in social practice or technology? Is it affected by changing rules or regulations?

**Research the history of the problem.**
Starting with the important recreational problems you have identified, answer the following questions.
- How long has the problem been recognized?
- Who has already complained about this problem and how many times did they complain? Did they complain loudly?
- Does the problem appear to be growing importance?

**Failure analysis.**
For each of the problems, determine why they are still not solved.
- What attempts have been made to solve the problem in the past? Who made them, and why did they fail?

**Connections.**
For each of the problems you are looking at, answer the following questions.
- Is your problem being caused by another problem? This makes your problem a secondary problem.
- Or is your problem causing other problems? This makes your problem a primary problem, a problem at the root of other problems.
  - [These other problems could be within the same recreational activity, other recreational activities or other activities unrelated to recreation.]
- Would a solution to this problem provide benefits to other recreational
activities, or to non-recreational activities?

**Scale of the problem**
Since you have already documented that the problem is recognized as important, you now need to document *exactly* who it is important to.

- Are they individuals or organizations? Are they many or few?
- What characteristics do those affected have in common?
- Do those affected [people or organizations] have the resources to pay generously for a solution?
- How *relatively* important is the problem to those affected. Their most important problem, second most important, thirty-third most important?

Generally speaking, commercial organizations are better customers than individuals. The answers to these questions help you decide which important problem may have the greatest commercial potential.

**Select a Problem for the Pitch Competition**
Of the problems you researched, select the one that is most important to those who have the resources to pay and therefore has most commercial potential.

You will then need to develop your answers to all the other questions in more detail, and with evidence you can use to prove your point. This is how you will demonstrate a thorough understanding of your problem.