

SUT Global Entrepreneurship Camp

Sustainable Development Goal

RISE
IMPACT

YOUR ENTREPRENEURSHIP JOURNEY



PROBLEM



DEFINE

**PROBLEM
INSIGHT**



CUSTOMER

MARKET

**SOLUTION
IDEATION**



**BUSINESS
IDEA**

PROTOTYPE



PITCHING

3

**GOOD HEALTH
AND WELL-BEING**



11

**SUSTAINABLE CITIES
AND COMMUNITIES**



YOUR ENTREPRENEURSHIP JOURNEY



PROBLEM



DEFINE

**PROBLEM
INSIGHT**



CUSTOMER

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**BUSINESS
IDEA**

PROTOTYPE



PITCHING

HERE'S THE TEAM



THEMES

3 GOOD HEALTH
AND WELL-BEING



11 SUSTAINABLE CITIES
AND COMMUNITIES



WHAT ARE THE CHALLENGES RELATED TO HEALTH AND WELLBEING?



MALNUTRITION

**LIMITED ACCESS
TO HEALTHCARE**

FOOD SAFETY

NCDS

**MENTAL
HEALTH**



**WELL-BEING OF
AGING POPULATION**

**CHRONIC
HEALTH DISEASE**

OBESITY

**LACK OF SAFE
WATER**

WHAT ARE THE CHALLENGES RELATED TO CITIES AND COMMUNITIES?



**PUBLIC
TRANSPORTATION**

**LACK OF
PUBLIC SPACE**

**AIR
POLLUTION**

**11 SUSTAINABLE CITIES
AND COMMUNITIES**

IMMIGRATION

**POOR URBAN
PLANNING**



**WASTE
MANAGEMENT**

URBAN POVERTY

A4

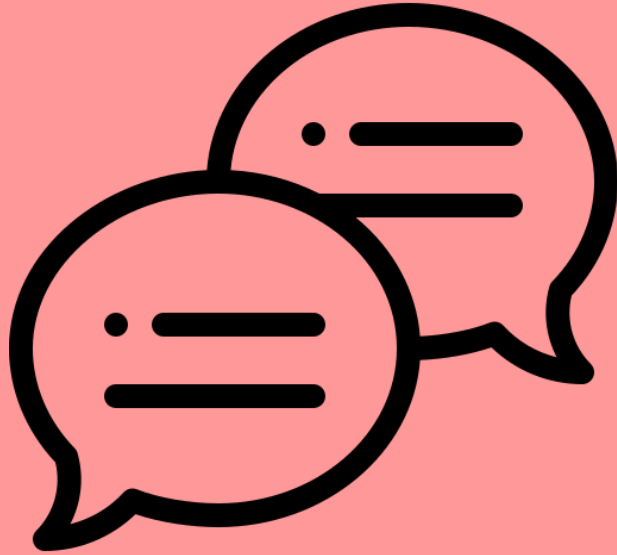
PROBLEM

**CHOOSE 1 PROBLEM
THAT YOU
FEEL INTERESTED**

A4

Obesity/overweight

**CHOOSE 1 PROBLEM
THAT YOU
FEEL INTERESTED**






**LEARN MORE ABOUT THAT PROBLEM
FROM ANOTHER CONTEXT**

FORM A
GROUP OF 4



A4

PROBLEM	
1	
2	
3	

**LIST DOWN
TOP 3
OF YOUR MOST
INTERESTED SUB-TOPICS**

A4

Obesity/overweight

1

Sport & Physical
Education in
school



2

Eating
habits

3

Lack of
Exercise

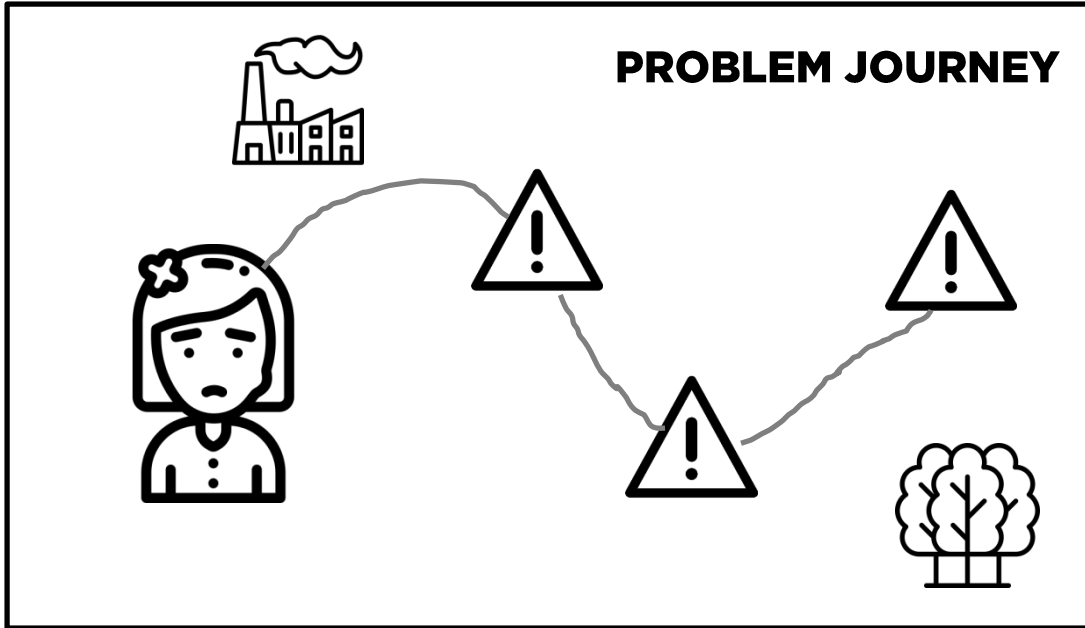
**LIST DOWN
TOP 3
OF YOUR MOST
INTERESTED SUB-TOPICS**

**SELECT 1 SUB-TOPIC
FOR YOUR TEAM**



**VISUALIZE YOUR DISCUSSED PROBLEM
ON A PROBLEM SITUATION BOARD**

HOW PROBLEM SITUATION BOARD LOOKS LIKE?



“WHO”
IS HAVING PROBLEM?

“WHAT”
PROBLEM(S)?

“WHERE”
THIS PROBLEM
HAPPEN?



BANGKOK

WAKE UP
LATELY 10AM.



EAT FROZEN FOOD
FROM THE FRIDGE
(KEPT FOR 1-2 DAYS)

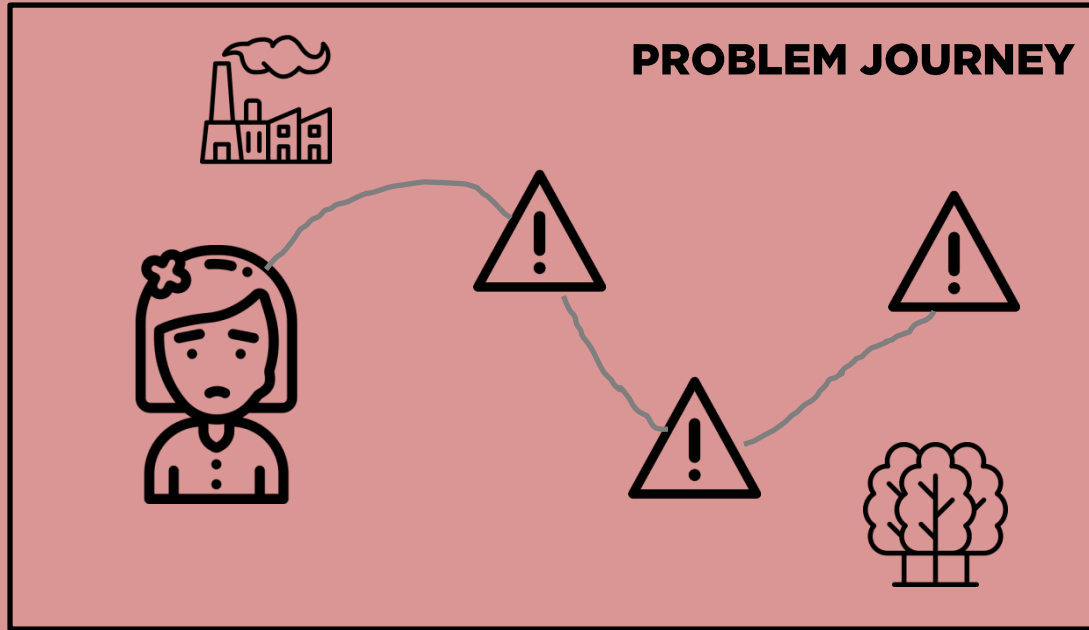


HANG OUT
AND
DO SOME
WORKS
AT
COFFEE
SHOP
(WITH 1-2
CUPS OF
LATTE A DAY)





LET'S CREATE YOUR TEAM'S PROBLEM SITUATION BOARD



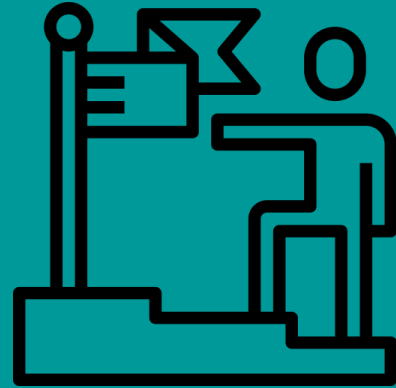


TURN PROBLEM



TURN PROBLEM

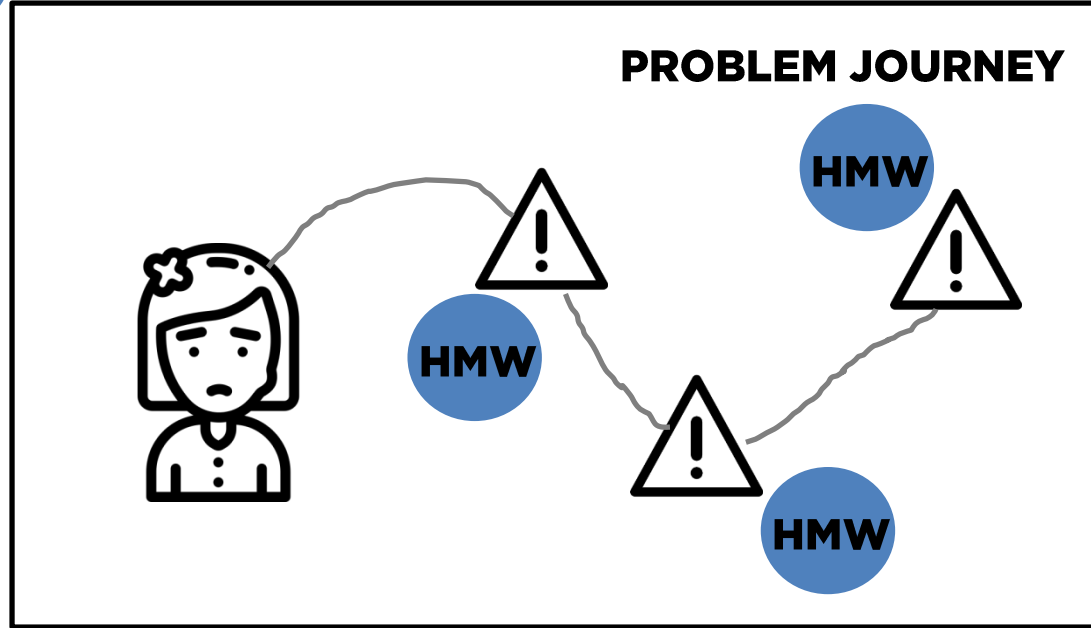
INTO DESIGN CHALLENGE



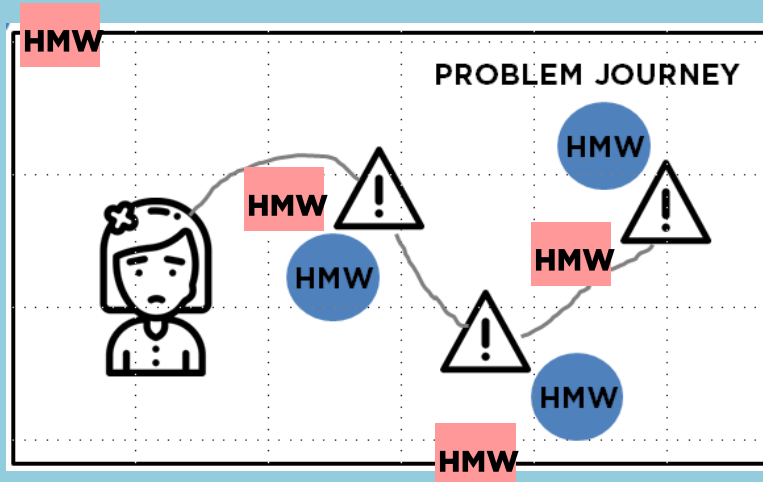
HOW MIGHT WE... ?

HOW MIGHT WE ... MAKE THINGS BETTER?

HMW



SHARING & BRAINSTORMING



SHARE

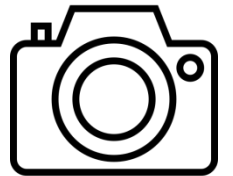
1. PROBLEM SITUATION
2. HOW MIGHT WE?

BRAINSTORM

1. HMW FOR OTHER TEAM

**DEFINE
YOUR
'HOW MIGHT WE...'**

**PROBLEM
+
HOW MIGHT
WE.... ?**



How to make **the team be **fun**
and **work together** **effectively**?**

What is the **surprising information that you get from your friends?**