



Annex No. 4 - Creativity Box content

1. Brainstorming Prompts

What is a frustrating daily task that people just accept? (Example: Small business owners spend hours answering the same customer questions every day.)

What would this idea look like in a completely different industry? (Example: A booking system used in hotels applied to healthcare appointments.)

How would a 10-year-old solve this problem? (Example: Make it into a simple game or a one-click solution.)

How could this be solved without using any technology? (Example: A printed checklist or a community notice board.)

How might this idea work in a country with no internet? (Example: Using SMS messages or local coordinators instead of apps.)

What if your startup had to generate revenue from Day 1? (Example: Users pay a small monthly fee or per-use payment.)



2. Example Startup Scenarios

A rural community just got access to stable internet for the first time. What service or product could you introduce? (Example: An online marketplace where local farmers sell products directly to customers.)

An aging population is causing stress on healthcare workers. What tech solution could support caregivers? (Example: A scheduling and reminder tool that reduces missed appointments.)

A major social media platform has shut down. How can creators and small businesses recover or adapt? (Example: A new niche platform for creators to reconnect with their audiences.)

A new wearable tech can monitor stress in real-time. What new service could use this data? (Example: A workplace wellness service that suggests breaks or exercises based on stress levels.)

High school students are disengaged with traditional learning. What could re-ignite their interest? (Example: An interactive learning platform using short videos and challenges.)



3. Innovation Cards



Add a social good component to your idea.



Make your product zero-waste or fully recyclable.



Turn your service into a game (gamification).



Partner with a surprising industry (e.g., fashion + agriculture).



Make it a subscription service.



Use voice, gesture, or emotion as input methods.