



Pick the
BEST
IDEA

Anvil Mar2021



Phase 1 –
Find
**Great
Problem**

CURIOSITY

Why? Why Not?



CURIOSITY

Why? Why Not?
& Don't Stop Asking



What **MOVED (INTEREST) YOU** most?

*Or We call it **PASSION**.*



Everrett Lawson -

MIT Engineer Built His Own Bionic Leg

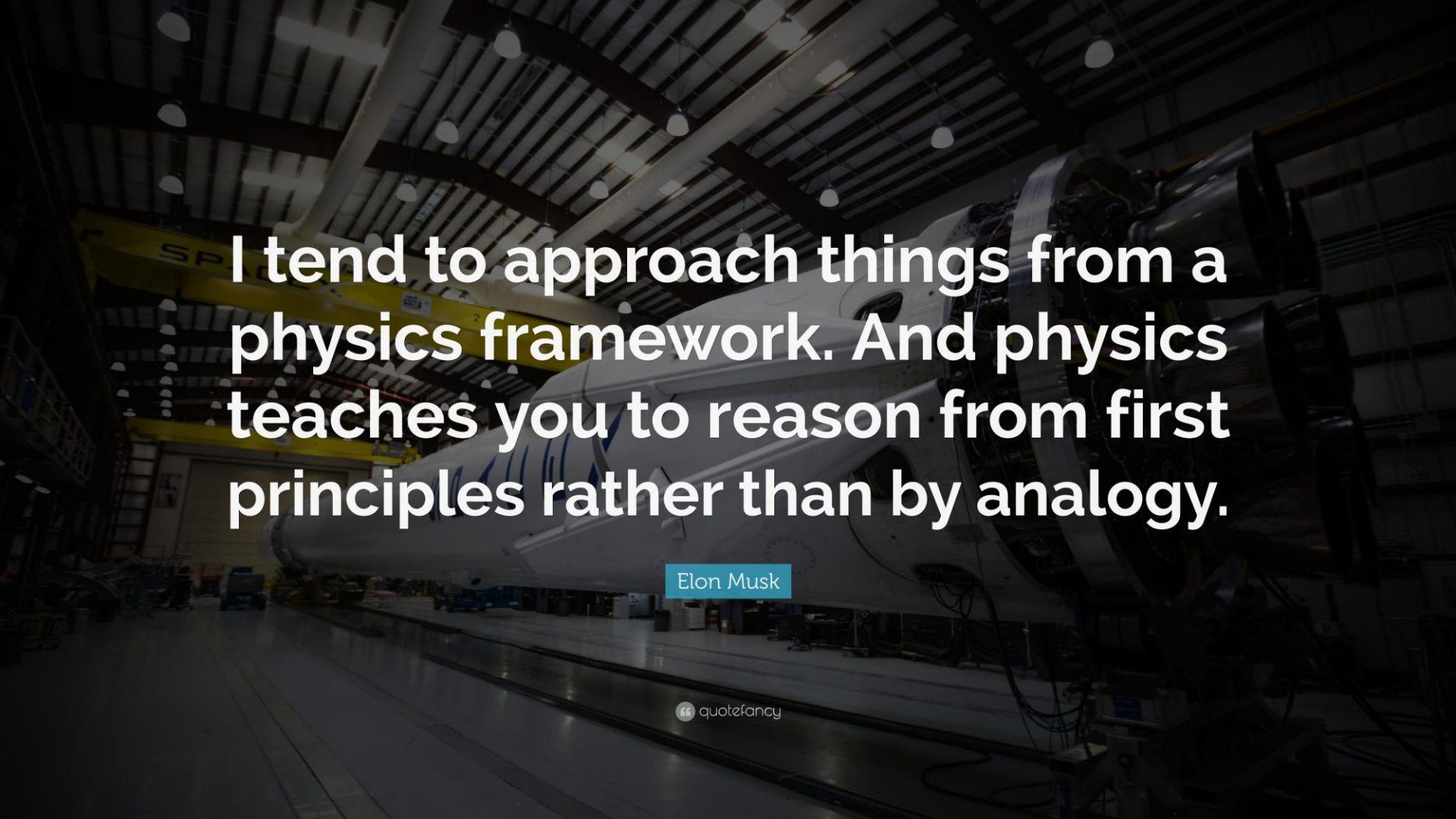
(<https://youtu.be/kaFiwC1xh2Y>)

DO NOT ASSUME!

Talk to user.

EQUIP YOURSELF

and work very hard.

A large white rocket engine is the central focus, positioned on a factory floor. The engine is oriented horizontally, with its nozzle pointing towards the right. The background shows a vast industrial space with a high ceiling supported by a grid of dark beams. Several yellow overhead cranes are visible, with the letters 'SP' on one of them. The floor is light-colored and reflects some of the overhead lights. The overall atmosphere is industrial and technical.

I tend to approach things from a physics framework. And physics teaches you to reason from first principles rather than by analogy.

Elon Musk



Phase 2 -
Pick the
GREATEST
One?

**Great Idea = Big Problem +
Excellent Solution**

Big Problem :

Popular (Addressible > Million)

Urgent (Now?)

Costly (Loss? Painful?)

Frequently (Daily? Hourly?)

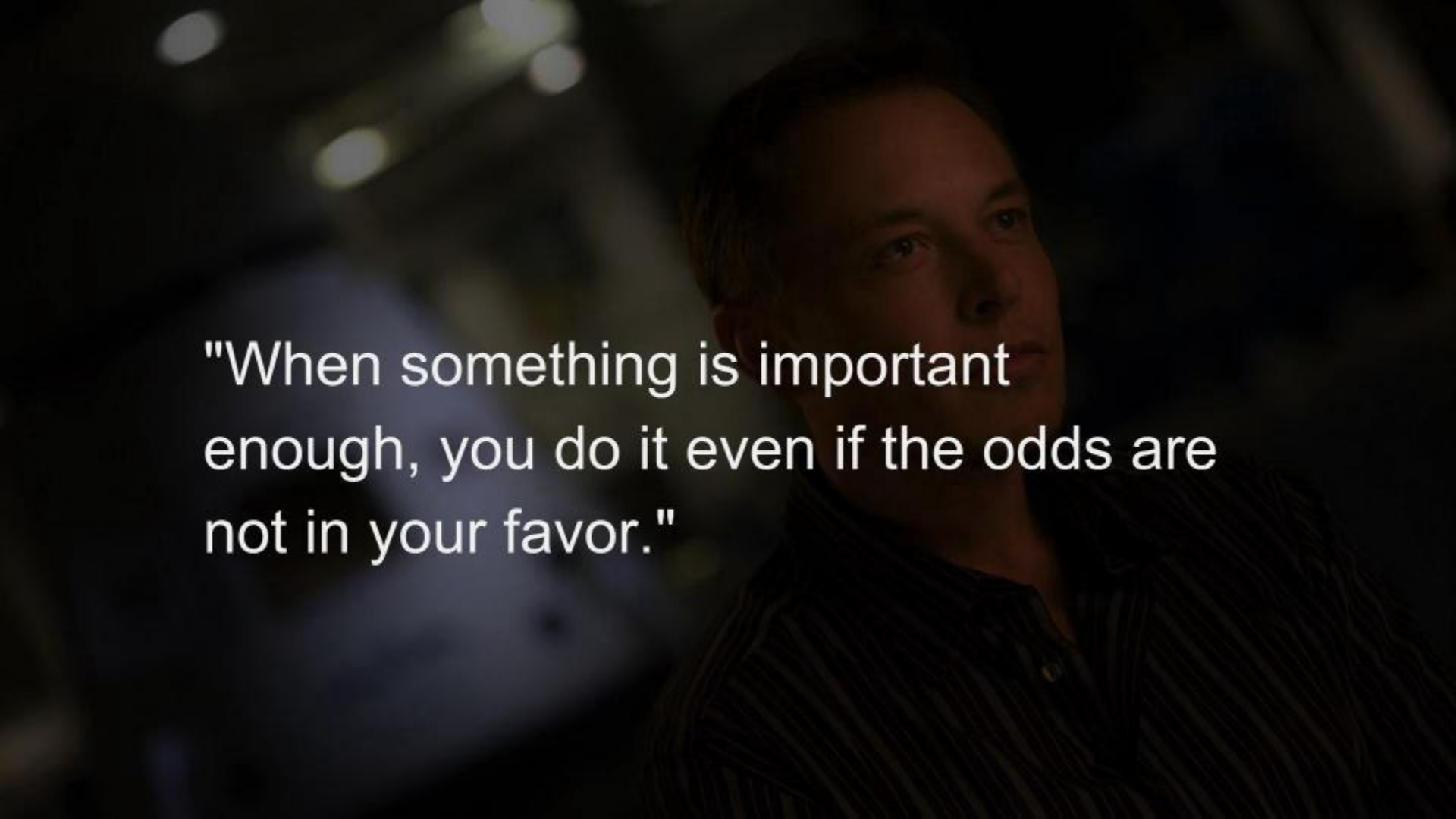
Must (Nice to have? Pain Killer?)

Excellent Solution :

Better

Simple

Doable

A man with short dark hair, wearing a dark, vertically striped button-down shirt, is shown from the chest up. He is looking upwards and to the right with a thoughtful expression. The background is dark with several out-of-focus light sources, creating a bokeh effect. The overall lighting is low, highlighting the man's face and shirt.

"When something is important enough, you do it even if the odds are not in your favor."



Thanks!

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HKSTP Incubation and Acceleration Programmes