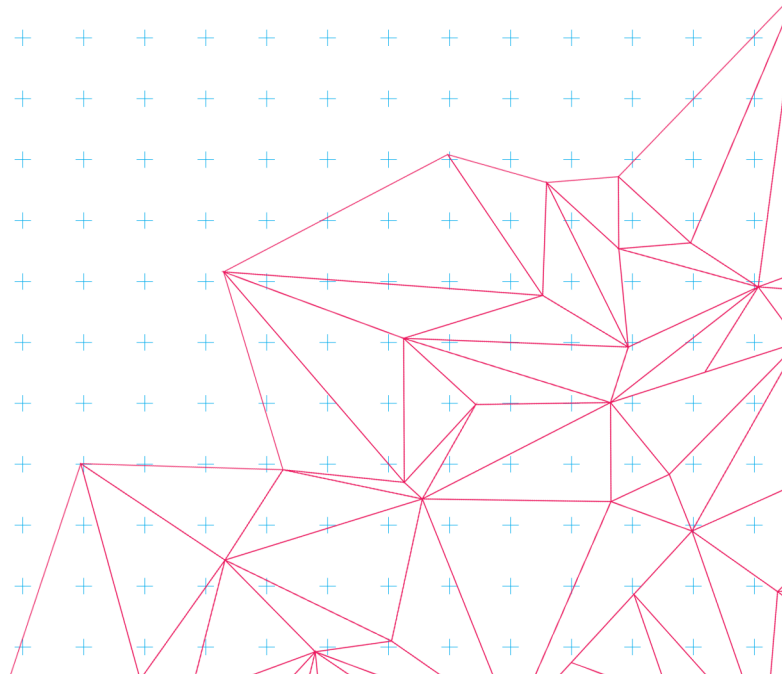


Challenge name	<i>Helping Low Literate People</i>
Challenge owner	<i>Eindhoven Engine</i>
	<input type="checkbox"/> Company <input type="checkbox"/> <i>Research</i> <input type="checkbox"/> <i>Student team</i>
	<i>Ferry Wortelboer/Lotte Geertsen</i>
Email challenge owner	
Phone challenge owner	
CoC Number	
Preferred way to contact	<input type="checkbox"/> email <input type="checkbox"/> <i>Phone call</i> <input type="checkbox"/> <i>SMS / what's app</i> <input type="checkbox"/> <i>Other; ...</i>
Account manager from TU/e innovation Space	
Availability	<i>What is your availability as Challenge owner?</i> <input type="checkbox"/> Regular (weekly) meetings with project group <input type="checkbox"/> <i>Only during presentation moments (kick-off, midterm & final)</i> <input type="checkbox"/> <i>Other; ...</i>
Brief summary	<i>This challenge aims to help low literate people in the Eindhoven region. You as a student will investigate how low literate people can best be taught the basic competencies (reading, arithmetic and digital skills) that they need in their daily life. We want you to think about an alternative learning method by creating a "technical" solution which can be used by the target group in their own time.</i>

About the challenge owner

Please briefly describe yourself as challenge owner (100-150 words).
What is your vision, what are the goals you hope to reach?

As Eindhoven Engine we aim to solve societal problems using cocreation and knowledge sharing and speed up innovation as a result of those two. In the Emergence Lab projects societal impact is the most important factor. We have a very smart region here in Eindhoven and we should make use of these smart individuals to design “technical” solutions that solve real problems (societal problems like low literacy). By working with multiple different companies and institutes we believe that these problems can be solved quicker than when they take on the problem on their own. We hope that at the end of this project a solution is found that is created **with** the target group instead of **for** the target group. We will be there to guide the students along the way and work with them on the problems they will face.



Challenge description

Please describe the challenge in sufficient detail to allow evaluators at academic departments to estimate whether their students can contribute to it.

During this project students will research and develop a "technical" solution with which we are able to help low literate people with their basic competencies. Ideally this solution can be used by the target group themselves in their own time as it is likely something that they will want to do with no one around. The solution should require a low threshold to start as the target group is likely to not possess any technical, reading or arithmetic skills. We believe that because of the lack of teachers available in the Netherlands that this solution should be something technical. Think for example of an app which people can use to improve their skills or a webpage that uses gamification to make learning the basic competencies more fun. With this solution we aim to help low literate people and teach them the basic competencies that they have difficulties with. Multiple components that need to be highlighted in this project are; (1) the potential technical aspects of the solution, (2) the ethical aspects of testing and interviewing the target group, (3) the motivational aspect that determines whether people will actually want to improve their basic competencies and how the solution should be designed to make it as interesting as possible and (4) the business aspect of how to make this product viable and interesting for the Netherlands and to a larger extend the world. Depending on the way that this project goes, small-scale technical solutions already exist, with which we of course must talk and see how cooperation between us and them could be organized. We would like to expand the use of the solution to places all around the Netherlands to deal with this societal problem once and for all.

Challenge Picture

Input and involvement of challenge owner

Please indicate briefly what your involvement will be for the project group. How would solving this challenge help your organization?

Guide and support of the project group, work with the students on the project, bring them into contact with target group. Furthermore, we will actively participate in their research and go through the project with them.

It will not only help the organization in terms of cocreation and working together with multiple different companies. It will also be of great help to the

people that are low literate because of the effort you will be putting in to find a fitting solution to the problem.

Resources

What resources are necessary for the students to work on the challenge?

What resources do you offer to students?

Intrinsic motivation to solve a societal problem, good communication skills, preferred dutch speaking

Expertise, Workplace, contact with target group and companies/institutes, support & guidance & help of student team

Please note

For the purpose of introducing your challenge to the Master students you will later be asked to record a short pitch video. Please note that we will archive this video so that we have the possibility to also use it as promotion material for the ISP course. By delivering a challenge you automatically consent to this. In case you object, please let us know by emailing business.innospace@tue.nl.

