

# Maximization of Impact of Problems

- Address a “big pain” in the current world
  - Test a problem with question “What if we do NOT solve this problem? So what?”
  - Q1= “how to cure cancer” vs. Q2= “how to improve Google by 5% for all queries?”
- Enable a completely different new world
  - Test a problem with question “What would the (future) world be like if we CAN do X?”
  - X = “improve Google by 5% for all queries” vs. X=“use gestures to interact with a device like cellphone”
- Where can we find such problems?
  - Unlikely from reading existing papers!