

Challenge Overview:

“Rwandans need to start saving part of their earnings with a vision, to save doesn’t mean to have huge amount of money one can start with very little money. We will not have any investment when they are not saving, they need to save for the education of their children, pension, housing, and for health to have a better future,” Dr Nsanzabaganwa (Source: theeastafrican.co.ke)

Goal:

To empower young people to understand the benefits and start saving at a young age to build a brighter future.

Case Statement:

How can we enforce a savings culture at a young age?

Solution Framing

Use the following guidelines to successfully submit your solution:

1. **Research findings?** *What did research tell you?*
2. **Solution.** *What is your solution? How does it work?*
3. **Competition?** *What other actors have similar solutions? What differs your solution from theirs?*
4. **Sustainability?** *How does your solution contribute to a more sustainable world or business environment?*
5. **Learnings?** *What additional learnings about the challenge, challenger, market or audience/customer did you learn?*

Note: All answers must be filled in using maximum 200 words.