**Problem/Solution Presentation**

Step Four: Set-up & Wrap-up

*Directions: Write an introduction and a conclusion for your presentation.*

Introduction

**Step A: Hook.** What type of hook do you want to use? A shocking statistic? A quote? A story?

**Step B: Background.** Explain the problem. What is the problem? What causes the problem?

**Step C:** **Significance.** Why does this matter? How serious is it? Why should we solve this?

**Step D: Thesis.** End your introduction by clearly stating your thesis (message).

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Conclusion

Your conclusion should answer the question “So what?” Remind us why this is important and give us something to do. Issue a challenge.

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