

COMPANY BRAINSTORMING: TEACHER RESOURCE

Each of the three prompts are listed below along with a sample idea based on that prompt.

Prompt	Idea
A problem you see in your community	Dog owners not picking up pet waste
A situation people encounter that can be made easier with an invention	Taking care of family members
Something that can make a lot of money	Food truck that serves cold food and drinks

COMPANY BRAINSTORMING: PROBLEM

Companies begin with ideas. Given the information on the sticky note, answer the following prompts to determine if your group wants to move forward with this idea.

Purpose:

Think of a product or service that could help with this problem. How would it help?

Preventing insect infestation, and diseases from spreading to other dogs in the area.

Goals:

The goal of for-profit businesses is to make money. How reasonable is it that your product or service will be used? By many people or by a few?

I think a lot of people would be interested in this product. It would appeal to dog owners who do not want to pick up waste and property owners that accumulate a lot of waste on their property.

Criteria:

How can you ensure the product or service meets its goals and purpose?

The product would have to be automated.

Proposed product or service to solve this problem:

Automated pooper scooper

**DOG OWNERS NOT
PICKING UP PET WASTE**

COMPANY BRAINSTORMING: SITUATION

Companies begin with ideas. Given the information on the sticky note, answer the following prompts to determine if your group wants to move forward with this idea.

Purpose:

Think of a product or service that could help with this situation. How would it help?

Take away some of the stress of having to care for family members along with all the other responsibilities of life.

Goals:

The goal of for-profit businesses is to make money. How reasonable is it that your product or service will be used? By many people or by a few?

It takes a lot of time to care for a family member and it is also very expensive. There is already a high demand in this area.

Criteria:

How can you ensure the product or service meets its goals and purpose?

Hiring employees that are highly qualified to care for these family members.

Proposed product or service to solve this problem:

App that sources "person-sitting" (like babysitting but for any age).

**TAKING CARE OF FAMILY
MEMBERS**

COMPANY BRAINSTORMING: MONEY

Companies begin with ideas. Given the information on the sticky note, answer the following prompts to determine if your group wants to move forward with this idea.

Purpose:

Think of a product or service that people would be willing to pay for. Why would they be willing to pay?

Readily available food that can be moved to where people are—cold food would be fast to serve and you would not have to pay to heat it up.

**FOOD TRUCK THAT
SERVES COLD FOOD AND
DRINKS**

Goals:

The goal of for-profit businesses is to make money. How reasonable is it that your product or service will be used? By many people or by a few?

The food truck would have a tracker so that everyone knows where it is, and it would post its menu on social media for customers access anywhere. Food trucks are really popular, mobile, and cost less than an actual restaurant.

Criteria:

How can you ensure the product or service meets its goals and purpose?

Only digital payments would be accepted. The idea is that no cash means no risk of theft.

Proposed product or service to solve this problem:

The idea is explained on the sticky note. The name of the food truck would be “Chill Bites.”

SYNTHESIZE IDEAS

Two indicators of a successful product or service are that 1) it makes a lot of money, and 2) any average consumer could reasonably purchase it. These results happen naturally when the product or service solves a problem in the community or makes life easier. Given the three ideas in the categories above—problem, situation, and money—choose two of the three ideas to combine into one product.

The two ideas your group is combining:

1. A situation people encounter that can be made easier with an invention.
2. Something that can make a lot of money.

Product or service that will be produced:

Food truck that will serve cold food and drinks—families can schedule the food truck to visit their area and/or deliver food to their family.

Name of product:

Food truck!

Name of company:

Chill Bites