

COMPANY BRAINSTORMING: COMMUNITY 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.

Proposed Product or Service:

Think of a product or service that could help solve this community problem.

Purpose:

How would your product or service help?

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?

Criteria:

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

Pros and Cons:

What are the pros and cons of this product or service?

PLACE STICKY NOTE HERE

COMPANY BRAINSTORMING: TOUGH 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.

Proposed Product or Service:

Think of a product or service that could help solve this tough situation.

Purpose:

How would your product or service help?

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?

Criteria:

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

Pros and Cons:

What are the pros and cons of this product or service?

PLACE STICKY NOTE HERE

COMPANY BRAINSTORMING: MONEY MAKER

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.

Proposed Product or Service:

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

Purpose:

How would your product or service help?

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?

Criteria:

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

Pros and Cons:

What are the pros and cons of this product or service?

PLACE STICKY NOTE HERE

COMPANY BRAINSTORMING: DECISION TIME

Two indicators of a successful product or service are that (1) the company does not lose 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 previous categories—community problem, tough situation, and money maker—choose 1 or combine 2 of the 3 ideas to pick the product or service you want for your business.

Name of Product:

Product Description:

Name of Company:

Reasoning:

How did you make your decision? Did you combine ideas? If so, which ones and why?