

COMPANY BRAINSTORMING

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?

PLACE STICKY NOTE HERE

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?

Proposed product or service to solve this problem:

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?

PLACE STICKY NOTE HERE

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?

Proposed product or service to solve this problem:

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?

PLACE STICKY NOTE HERE

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?

Proposed product or service to solve this problem:

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:

Product or service that will be produced:

Name of product:

Name of company: