

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 october 2023
Project Name	IP Collectible Hub

#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

#### Brainstorm & Idea Prioritization Template for IP Collectible Hub

## Step-1: Team Gathering, Collaboration and Select the Problem Statement



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2-8 people recommended

💬 Share template feedback



#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes



##### A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



##### B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



##### C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

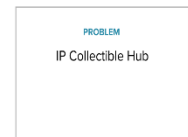
[Open article](#) →



#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



#### Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



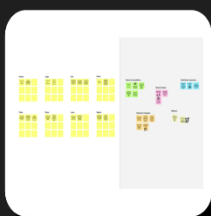
Listen to others.



Go for volume.



If possible, be visual.



#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

#### Person 1

IP Collectible Hub provides a space for individuals to explore a wide range of IP-related artifacts, including patents, trademarks, copyrights, and more. This diversity ensures that collectors and enthusiasts can find items of interest to them.

By creating a thriving community, IP Collectible Hub encourages like-minded individuals to connect, share their passion, and discuss their collections. This community aspect enhances the overall experience and allows members to learn from each other.

Collecting IP-related artifacts can be an educational experience. It allows individuals to learn about the history of innovation, branding, and creativity. It's a thematic platform for people interested in the history and significance of various intellectual property elements.

#### Person 2

For those interested in buying, selling, or trading IP collectibles, IP Collectible Hub provides a marketplace where collectors can connect with each other and make transactions.

Intellectual property is often at the intersection of innovation and creativity, and IP Collectible Hub celebrates this by showcasing iconic patents, trademarks, and copyrights that have left a significant mark on various industries.

Whether you're a seasoned collector or someone new to the world of IP collectibles, this platform welcomes enthusiasts of all levels of experience. It's an inclusive space for anyone interested in intellectual property.

#### Person 3

By highlighting the importance of intellectual property, the platform helps raise awareness about the value of protecting and respecting IP rights, which is essential in today's globalized, information-driven world.

Host virtual exhibitions that feature exclusive IP collectibles. These exhibitions can be themed by industry, historical period, or IP category and include detailed descriptions and histories of the artifacts.

Share personal stories and interviews with collectors and creators. These stories can provide insights into what drives people's passion for IP collectibles and highlight their favorite pieces.

#### Person 4

Host virtual IP collectible trade shows and auctions, allowing users to buy, sell, and trade artifacts in real time. Incorporate features like live bidding and expert appraisals.

Create forums and discussion boards where members can engage in conversations about specific IP collectibles, share their collections, and seek advice or appraisals from the community.

Offer regular IP-related quizzes and trivia challenges to test users' knowledge about famous patents, trademarks, and copyrights. Provide rewards or recognition for high scores.

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### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

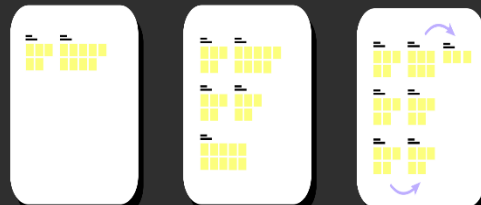
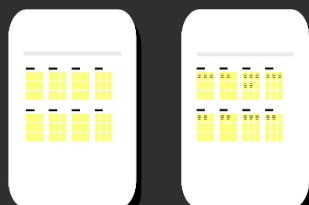
**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Host online workshops and webinars featuring experts in intellectual property, including IP lawyers, historians, and collectors, to provide in-depth knowledge on various aspects of IP.

By highlighting the importance of intellectual property, the platform helps raise awareness about the value of protecting and respecting IP rights, which is essential in today's globalized, information-driven world.

Partner with museums and IP-focused institutions to curate special exhibits, share their expertise, and offer virtual tours or access to their IP-related collections.

Create interactive games or challenges related to intellectual property, such as a "Guess the Trademark" game or a patent-themed crossword puzzle.



## Step-3: Idea Prioritization

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### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

A

##### Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

##### Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward



##### Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



##### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



##### Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

[Share template feedback](#)

