

Section 1

Proposal Brainstorm

Introductions



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Proposal brainstorm

Close your laptop

Groups of 4 brainstorm

Write down ideas as you come up with them

Brainstorming ground rules

There are no dumb ideas

Build on ideas: “Yes and ...” not “No but ...”

Quantity over quality

If you're stuck find inspiration elsewhere (box of random crap from the dollar store)