

1. My experiences and potential

Have you got an idea already? Then skip forward to point 3.

- In which areas are you experienced / technically accomplished, well linked-up and do you know the professional solutions?
- What are your strengths, talents and core skills?
- What are you good at and what is it that you like doing?
- What is your passion?

Outline your abilities and everything that crosses your mind.

2. Search fields / Strategic directions

- Where should we look for new ideas?
- Do you have any unresolved problems in your everyday life?
- What could be better, more ecological, timesaving, healthier, cheaper or easier?

Outline one or more of the search fields that include your insights.

Mark the most interesting field and produce a phrase like:

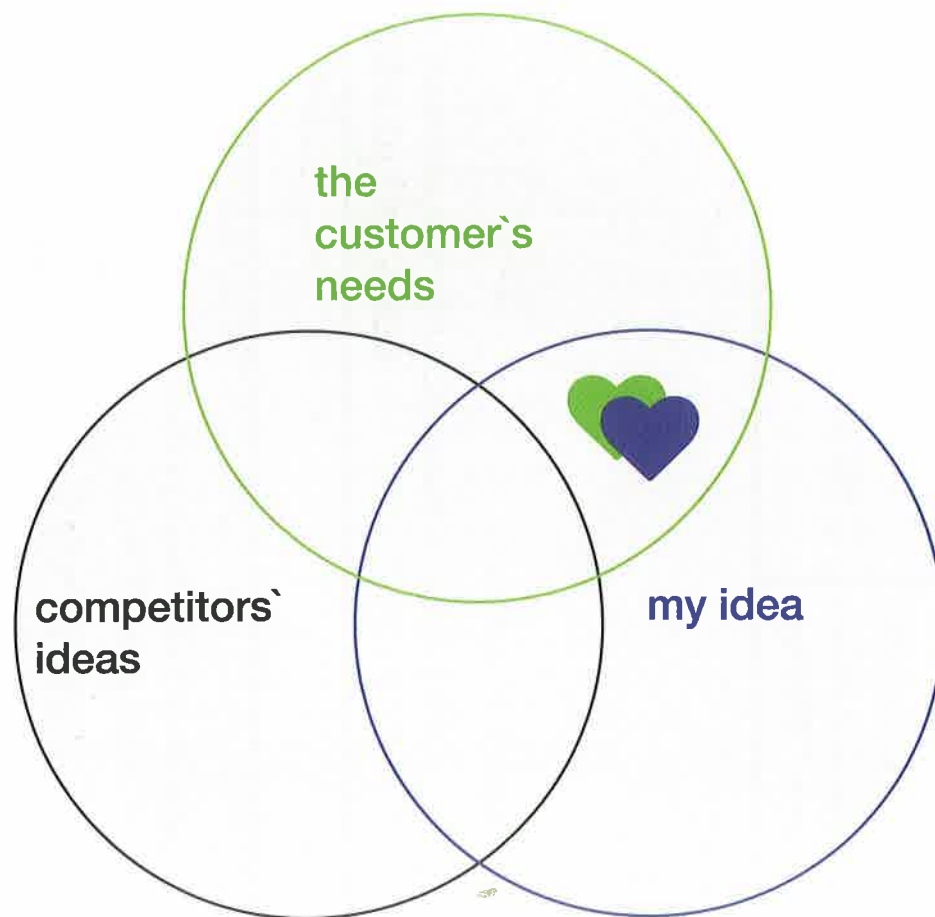
...<Who> wants... <what> in order to ... <fulfillment of need>, because ... <motivation>.

3. In one sentence...

6. The best idea

Choose the most interesting idea.

Ideally an idea located in the «sweet spot» (= )



Outline the best, most radical and newest idea, which could meet the criteria.

Please turn the paper and unfold.

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4. Outline 20 ideas

Move to the next page after you sketched 20 ideas and not before. The more radical the idea is, the better.

At the moment it does not matter whether they are good or not.

The term "radical" is in this case derived from "radical innovation".

Radical innovations are fundamental changes where new products are made for new markets with new business models.

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5. Put the best ideas in order

Insert the best ideas from point 4.

