

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	6 February 2026
Team ID	LTVIP2026TMIDS77691
Project Name	Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

Template



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

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.

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problem statement
A pharmaceutical company planning to expand research and healthcare product development needs to identify government healthcare funding priorities and understand ministry- and scheme-wise allocations across multiple years. However, the Union Budget data is large, complex, and difficult to interpret due to the absence of a consolidated analytical dashboard, making it challenging for the organization to make confident, data-driven investment and expansion decisions aligned with government funding opportunities.

PROBLEM

How might we (your problem statement)?

Key rules of brainstorming
To run a smooth and productive session

🗣️ Stay on topic.

💡 Encourage wild ideas.

🚫 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

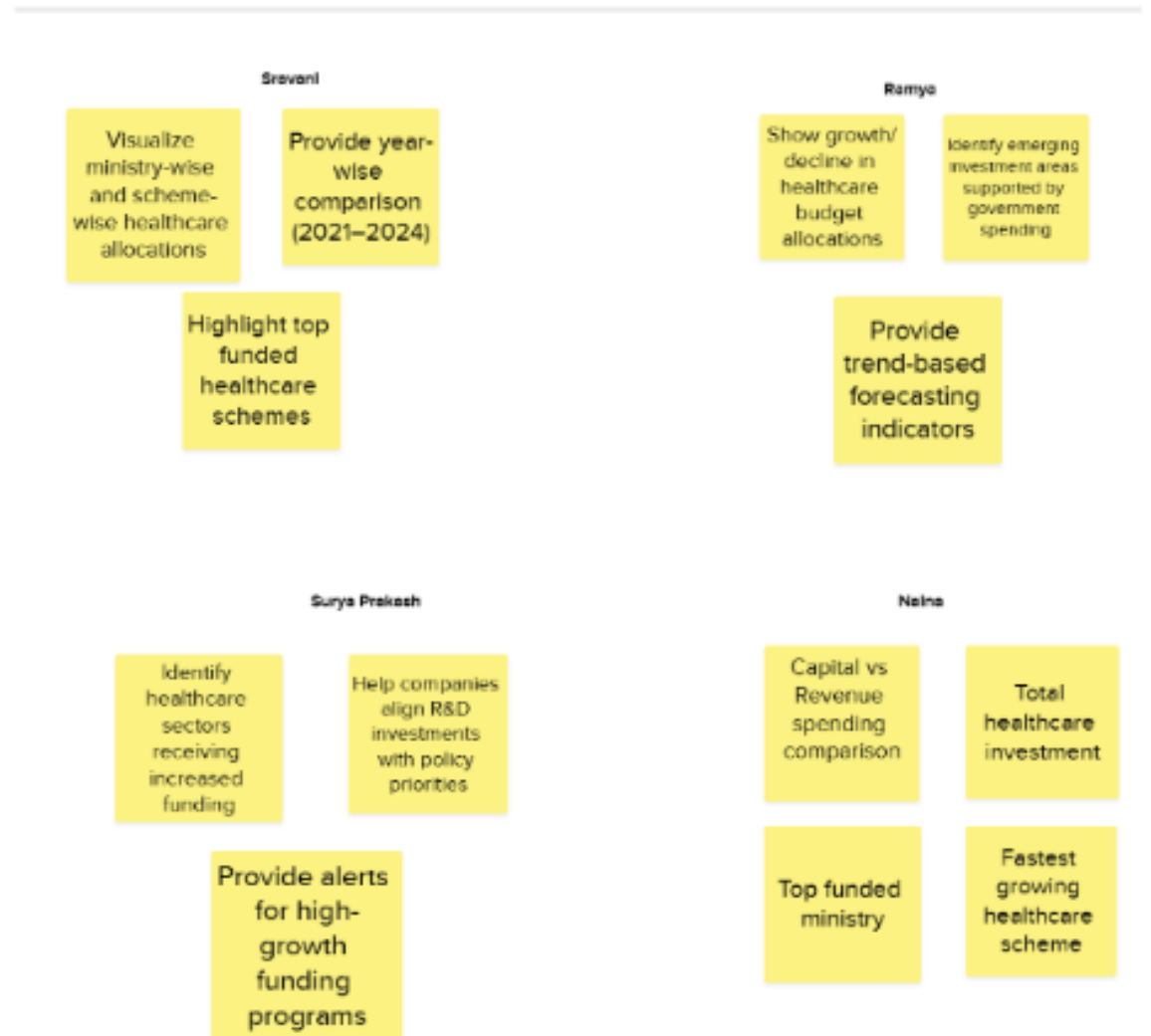
Brainstorm

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!



3

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.

1. Develop an **interactive healthcare funding dashboard** that visualizes ministry-wise and scheme-wise allocations, enables year-wise comparison (2021–2024), and highlights the top-funded healthcare schemes.

2. Build a **funding trend analysis module** to track growth or decline in healthcare budget allocations and identify emerging investment areas supported by government spending.

3. Create a **sector opportunity identification system** that detects healthcare sectors receiving increased funding and supports organizations in aligning research and development investments with government policy priorities.

4. Provide **KPI insight indicators** including total healthcare investment, top-funded ministries, fastest-growing healthcare schemes, and capital versus revenue expenditure comparisons for strategic decision-making.

Step-3: Idea Prioritization

4

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 center the spot by using the laser pointer holding the **H** key on the keyboard.

