

# 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

The template interface is divided into three main sections:

- Before you collaborate:** A section with a lightbulb icon and a wavy background. It includes:
  - Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
  - Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
  - Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session.A "Open article" button is present at the bottom of this section.
- problem statement:** A section with a blue circular icon containing the number 1. It contains a detailed description of a pharmaceutical company's challenge related to budget allocation and investment opportunities. A "FACILITATE" button with the text "How might we [your problem statement]?" is located below the description.
- Key rules of brainstorming:** A section with a blue circular icon containing the number 2. It lists six rules with corresponding icons:
  - Stay in topic.
  - Defer judgment.
  - Go for volume.
  - Encourage wild ideas.
  - Listen to others.
  - If possible, be visual.

## 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!

Srevari

Visualize ministry-wise and scheme-wise healthcare allocations

Provide year-wise comparison (2021–2024)

Highlight top funded healthcare schemes

Ramya

Show growth/decline in healthcare budget allocations

Identify emerging investment areas supported by government spending

Provide trend-based forecasting indicators

Surya Prakash

Identify healthcare sectors receiving increased funding

Help companies align R&D investments with policy priorities

Provide alerts for high-growth funding programs

Neha

Capital vs Revenue spending comparison

Total healthcare investment

Top funded ministry

Fastest growing healthcare scheme

### 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

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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 cursor 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.

