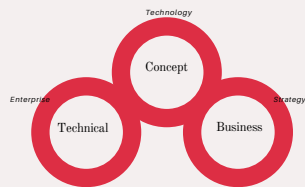


Conceptualization

Instructions:

Product for the market of the future



Tools Required:

Gamification Tool: Post-it notes



Graffiti Wall:

STEP  
1

## TARGET (EG. CHILDREN? FARMERS?)

Write down the people/groups that are directly involved in or reached by the challenge. (use post-its)

STEP  
2

## PERIPHERY

add people or groups who are perpherally relevant associated with your direct audience

STEP  
3

## CONNECTIONS (FANS? SKEPTICS?)

Connections these people have with your topic. Add them to the graffiti wall

STEP  
4

## ALIGNMENT

Align all the above steps and move through the challenge

Reflections: