

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	27 OCTOBER 2023
Team ID	NM2023TMID00920
Project Name	DIGITAL ASSET MANAGEMENT
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

Person 1

Blockchain Asset Management Service

• Develop a platform that offers automated asset management services for digital assets. The service would analyze a user's portfolio and suggest diversified blockchain assets to optimize risk.

Decentralized Asset Insurance

• Create a decentralized marketplace where users can purchase digital insurance. Blockchain providers can offer policies specifically designed for digital assets stored on the Ethereum blockchain.

Ethereum-Based Digital Asset Management System

• Develop a software system that offers secure storage and management of digital assets on the Ethereum blockchain. The system should support the creation, transfer, and deletion of digital assets, as well as provide a secure backup and recovery mechanism.

Person 2

Blockchain Asset Lending and Borrowing Platform

• Launch a decentralized lending and borrowing platform on the Ethereum blockchain. Users can lend their digital assets in return for interest or borrow digital assets against collateral. Smart contracts would ensure security and automation.

Blockchain Asset Monitoring and Alert Service

• Develop a tool that provides real-time monitoring of digital assets on the Ethereum blockchain. Users would receive alerts for significant transaction activity, or potential security threats.

Person 3

Blockchain Asset Staking and Yield Farming Optimization

• Create a platform that automates the staking and yield farming process for digital assets on the Ethereum blockchain. Users can optimize their staking strategies and maximize returns while minimizing risk.

Ethereum Asset Portfolio Analysis Tool

• Build a tool that provides in-depth analysis of a user's Ethereum asset portfolio, including historical performance, risk assessment, and future projections. Users could also receive personalized recommendations based on this data.

Decentralized Asset Management DAO

• Create a decentralized autonomous organization (DAO) that manages digital assets. Users can contribute assets and receive governance tokens. The DAO can make decisions on asset allocation, risk management, and community voting.

Person 4

Blockchain Asset Tax Compliance Software

• Develop a software solution that automates tax reporting for digital assets. The tool would calculate capital gains and losses, generate tax forms, and ensure compliance with reporting requirements.

Decentralized Asset Liquidity Asset

• Establish a decentralized liquidity pool on the Ethereum blockchain. Users can quickly exchange their digital assets. The pool would incorporate liquidity providers with fees and rewards.

Blockchain Asset Portfolio Dashboard

• Create a platform that facilitates a comprehensive view of digital assets on the Ethereum blockchain. Users can monitor performance, risk, and transaction history across various wallets and exchanges, ensuring transparency and accountability in their portfolios.

Person 5

Blockchain Asset Retirement Planner

• Develop a retirement planning tool that takes into account digital assets. Users can input their current portfolio of digital assets and receive recommendations for their retirement and estate planning based on the projected growth of their assets.

NFT-Based Asset Management Platform

• Build a platform that allows users to manage and trade NFTs. The platform would support various NFT types, including digital art, collectibles, and virtual real estate. Users can track the value and performance of their NFTs, and the platform would provide a secure marketplace for trading.

Blockchain Asset Social Trading Network

• Create a social trading network where users can share their trading strategies and insights. The network would allow users to follow successful traders and copy their trades, while also providing a platform for users to share their own experiences and learn from others.

1

Problem Statement

How can we effectively manage and secure digital assets on the blockchain?

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

3

Idea Listing and Grouping

Group related ideas into categories for further exploration.

## 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 sort at where sticky notes should go on the grid. The facilitator can confirm the spot by using the asterisk key holding the H key on the keyboard.

