SECONOD IDEATION SCRIPT

Main Objective

To generate innovative ideas for providing relevant and on-demand information about the environmental and social impact of the Olympics through our platform.

Ice Breaker (10 minutes):

"Olympic Trivia".

Each participant shares one interesting fact or trivia about the Olympics.

This could be related to a specific event, athlete, or historical moment.

The aim is to create a relaxed atmosphere and stimulate conversation.

Main Steps of the Second Ideation Process

Define the Problem Statement (10 minutes)

B (the leader) will present the problem statement: "How might we provide relevant and on-demand information about the environmental and social impact of the Olympics through our platform?"

Participants can ask clarifying questions to ensure everyone understands the problem.

Brain Storming Session (30 minutes)

Each participant will write down as many ideas as possible in a set time frame (15 minutes) using sticky notes or a digital tool.

After writing, each participant will share their ideas with the group, allowing for discussion and building on each other's suggestions.

Group Ideas (15 minutes)

Participants will categorize similar ideas into groups.

C (the timekeeper) will ensure that this step stays on track by giving reminders as time progresses.

Idea Refinement (20 minutes)

In small groups (2-3 participants), choose one idea from each category to refine.

Consider feasibility, impact, and how it aligns with the objective.

Prepare a brief presentation (2-3 minutes) for each refined idea.

Idea Presentation(30 minutes)

Each small group presents their refined idea to the larger group.

After each presentation, allow for a brief Q&A session to clarify and discuss the ideas further.

Voting Process (15 minutes)

Each participant receives three votes (stickers or dots) to allocate to their preferred ideas.

Participants can distribute their votes across different ideas or concentrate them on one.

Selection of Main Idea(10 minutes)

Time Schedule

Activity	Duration(minutes)
Ice Breaker	10
Defining the problem statement	5
Brain storming session	30
Group Ideas	15
Idea Refinement	20
Idea Presentation	30
Voting Process	15

Use dot stickers for participants to vote on their preferred ideas, clustering around the most popular choices.