

THIS WEEK YOU WILL...

- Brainstorm nature-friendly business ideas.
- Identify your best ideas and present them in a visually-striking way.
- Progress your slides and reflective journal.

INTRODUCTION

As you know from last Week, this year's ATSIAP Challenge we'll have your team step into the shoes of **Aboriginal and Torres Strait Islander entrepreneurs**, as you **generate an idea for a nature-friendly business that can be operated from regional, rural or remote Australia**.

Week 2 is when we come up with the business idea.

Coming up with ideas on the spot is hard. That's why we're going to adapt a method that works for big and small companies around the world: the **Design Sprint**¹. It takes 3 steps:

1. Establish the rules
2. Individual brainstorming
3. Presentations and voting.

By the end of this session, you will have at least one or two business ideas to work with. They'll be a little raw (and somewhat crazy, I hope). But don't worry, these are only a starting point. We'll continue to work on them and improve them over the next weeks.

Get started!

¹ 'Design Sprint - A Practical Guidebook for Building Great Digital Products' (book) was written by Richard Banfield, Todd Lombardo and Trace Wax and published in 2016.

ACTIVITY 1 - DESIGN SPRINT: THE RULES

Before we start thinking of business ideas, let's get clear on the basics:

RULE 1. We're looking for nature-friendly business ideas. That includes:

- **Businesses that make money from marketing, promoting or enhancing nature** (e.g. "Fish-Like-A-Local Tours: We teach sustainable fishing practices, beginner to advanced, in the best local fishing spots"), OR
- **Business that profit from something else (e.g. "We sell electric bikes...") but in a way that respects or enhances nature** (e.g. "...built by locals from 90% recycled parts and emitting zero emissions").

RULE 2. Businesses should be able to be run from regional, rural or remote areas.

RULE 3. We're looking for businesses that have a unique link to Aboriginal and Torres Strait Islander people. It could be...

- As simple as giving your business a meaningful name
- That your product is inspired on the way they think or act
- That your product promotes or protects something they value
- That your business solves a problem in their communities
- ... or any other connection you can think of!

RULE 4. It's ok to be a little crazy. Do you want to set up an astronomy tower in the middle of the desert? Do you want to build an edible forest the size of a town? Are you thinking 3D printing? YouTube channel? Housing construction? Solar panels? All are valid. Don't worry about costs, profit, technical knowledge, machinery, or employees at this stage. If your idea meets RULES 1, 2 & 3, it's worth considering.

RULE 5. All business sizes are valid, from family-operated to multinational.

RULE 6. Innovation is overrated. Have you heard the old adage "there's nothing new under the sun"? The same goes for business ideas. So-called 'innovative businesses' are often no more than a combination of things that already existed, or variations to a previous products. Before the next exercise, I'd like you to consider what already exists in terms of nature-friendly businesses. We've placed some examples of existing businesses and other goodies in the [Additional Resources for Week 2](#). As you read, take note of any features that sound appealing to you. Use these existing ideas as platforms to begin your brainstorming process, and your imagination as the tool to introduce interesting variations or combinations.

ACTIVITY 2 - DESIGN SPRINT: INDIVIDUAL BRAINSTORMING

PREPARE (1 minute)

- Each person will need 4 or 5 blank sheets of paper (each person), a pen or marker, and some blue tack or masking tape.
- If possible, pick a place nearby where you'll feel comfortable engaging your creative brain. For some of us, creative thinking may involve talking aloud to ourselves, making faces, moving around, lying down... so find yourself a suitable thinking space.

BRAINSTORM (10 minutes)

- The goal is to write down as many business ideas as you can. Aim for 20 or so.
- One sentence per idea is enough (e.g. "People pay monthly fee to adopt a piece of endangered forest").
- Be as specific as possible about the product ("night wildlife spotting tours" is just right, "nature tourism" is too broad).
- Don't stop to judge your ideas. Write everything down: good, bad, boring, crazy, original, unoriginal, simple, ambitious, variations of the same idea, variations to ideas you've heard earlier,... you get it. Keep the ideas flowing.

REGROUP (3 minutes)

- Individually, review your ideas and pick the best two.
- Draw a rough sketch to illustrate each idea (1-page sketch per idea).
- Stick the sketches to the wall using blue tack or masking tape.
- Wow together at your awesome gallery of ideas ;)

ACTIVITY 3 - DESIGN SPRINT: PRESENTATIONS AND VOTING

SHARE (1 minute per person)

- Take turns to present your ideas to the team, using your sketches and a few sentences. (e.g. "my idea is to sell ____ to _____. I like it because ____").

VOTE (5 minutes)

- Now each person gets to vote for the ideas she/he liked best out of the lot.
- Each person gets 3 votes. Cast a vote by drawing a star or smiley in the relevant sketch. You can give all your votes to a single idea, or spread them in different ones, whatever you want. It's ok to vote for your own ideas.
- When the voting has concluded, count the votes to find the 1 or 2 most voted ideas.

The team has voted for their preferred idea(s).

Congratulations to the individuals who produced them!

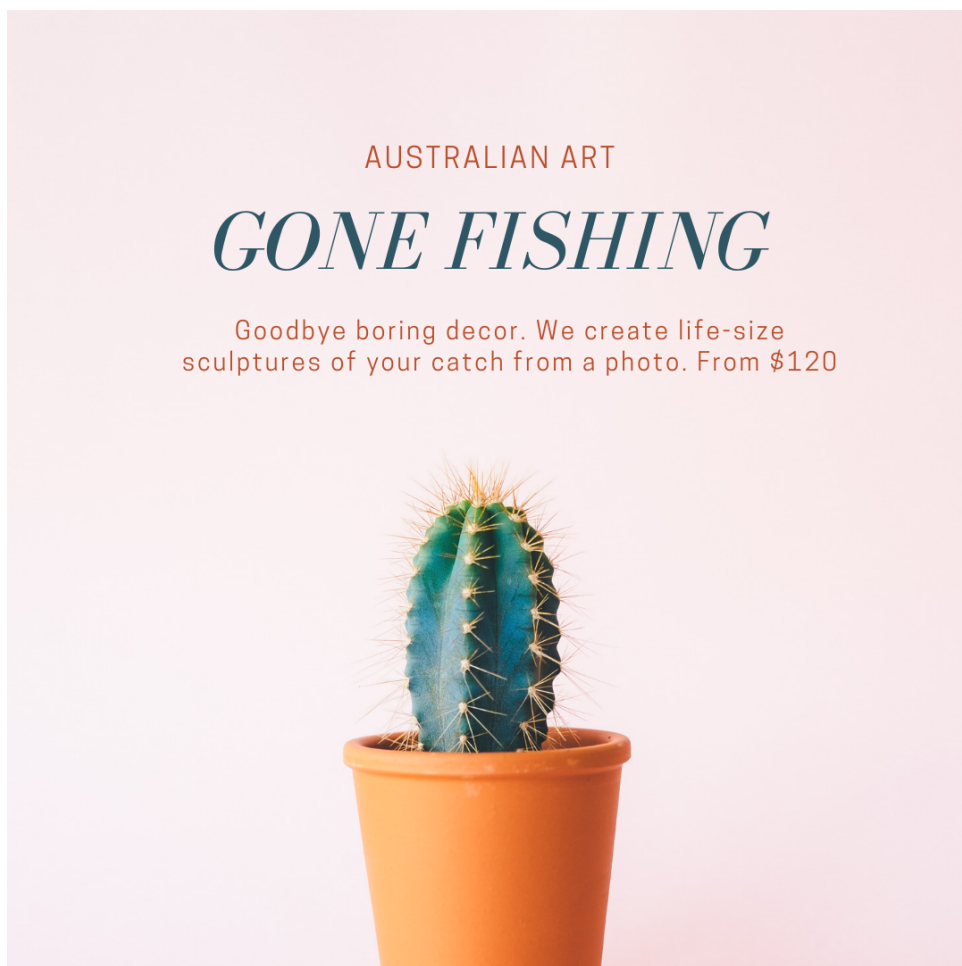
However, keep in mind these ideas are only a starting point. They will continue to evolve, and might even change completely, as the team explores further the commercial, environmental and social sides of the business.

Also, these ideas are now the team's, and all members should feel free to contribute to them and help give them shape.

ACTIVITY 4 - FULL COLOUR, PLEASE

After all that hard thinking, it's time for some fun.

- Head to www.canva.com
- Sign up for an account using an existing email or facebook account. One sign-up for the entire team is enough, as you'll be working together on this one.
- When prompted, choose the 'student' option.
- Click 'Skip' when asked to invite others to collaborate.
- For this exercise, choose the templates 'Instagram Post' or 'Logo'. They're nice and square.
- Have a go at creating striking visual props for your selected business ideas!
- Pick something relatable from the existing examples, come up with a catchy name and slogan for your product, and that's it. I've copied mine below as an example.
- When you've finished each design, click on 'Download' (top right) and save the file to your computer.



ACTIVITY 5 - NEW SLIDE AND JOURNAL ENTRY

Let's conclude this Week's activities with a new slide and entry journal.

POWER POINT SLIDE

Step 1. Head back to the PowerPoint file you created last week.

Step 2. Add a new slide, and place it right after the one titled 'Our Team'.

Step 3. Click on layout, and choose 'Two Content'.

Step 4. Title this slide: 'Original idea' or similar

Step 5. In the right-hand frame, click on the picture icon to insert a picture from a file. Locate the image you just created in Activity 4.

Step 6. In the left-side frame, type a brief statement that describes your business idea, along the lines of "We sell _____ to _____". Any other details you wish to keep about your idea can be typed into the grey section called "Click to add notes", near the bottom of the page. These notes will remain there in case you wish to use them in your final presentation.

Step 7. If you have more than one business idea, repeat steps 2 to 6 to create a slide for the second idea.

Step 8. Save and close.

REFLECTIVE JOURNAL

Step 1. Head back to the Word file you created last week for your reflective journal.

Step 2. Write a short paragraph (3 to 4 sentences) about the process of brainstorming business ideas. How was it? Difficult? Exciting? Why?

Step 3. Write another short paragraph (3 to 4 sentences) describing your selected idea and some of the things the team most likes about it.

Step 4. If you have more than one business idea, repeat step 3 for the second idea.

Step 5. Save and close.

See you next week!