1. Ideation
   1. Team Composition
      1. Is our team sufficiently diverse to present fresh business models?
   2. Immersion
      1. How do we know that we are pointed in the right direction?
      2. You have to know what your goals are going to be
      3. Often we get too focused on what we can do as control freaks, rather than what we can accomplish as a team
   3. Expanding
      1. What innovations can we imagine for each models building block?
   4. Criteria Selection
      1. What are the most important criteria for the business?
   5. Prototyping
      1. What does the complete business model for each short listed idea look like?
2. Rules of Brainstorming
   1. Stay focused
   2. Enforce rules
   3. Think visually
   4. Prepare
3. Visual Thinking
   1. Makes abstract concepts tangible!
   2. Post-its
   3. Sketches
   4. 4 Processes and Visual Thinking
      1. Understanding
      2. Dialogue
         1. Reference point
      3. Exploration
      4. Communication
4. Visual story telling
   1. Map your business model
   2. Draw each business model element
   3. Define the storyline
   4. Tell the story
5. Exposed on MTV – read up on it
6. Prototyping
   1. Napkin Sketch
   2. Elaborated Canvas
   3. Business Case
   4. Field Test
7. Storytelling
   1. Introduce new
   2. Pitch it to investor
   3. Engaging Employees
   4. Look at it from a company perspective and from a customer perspective
8. Techniques
   1. Talk and image
   2. Video clip
   3. Role play
   4. Text + Image
   5. Candle Strip