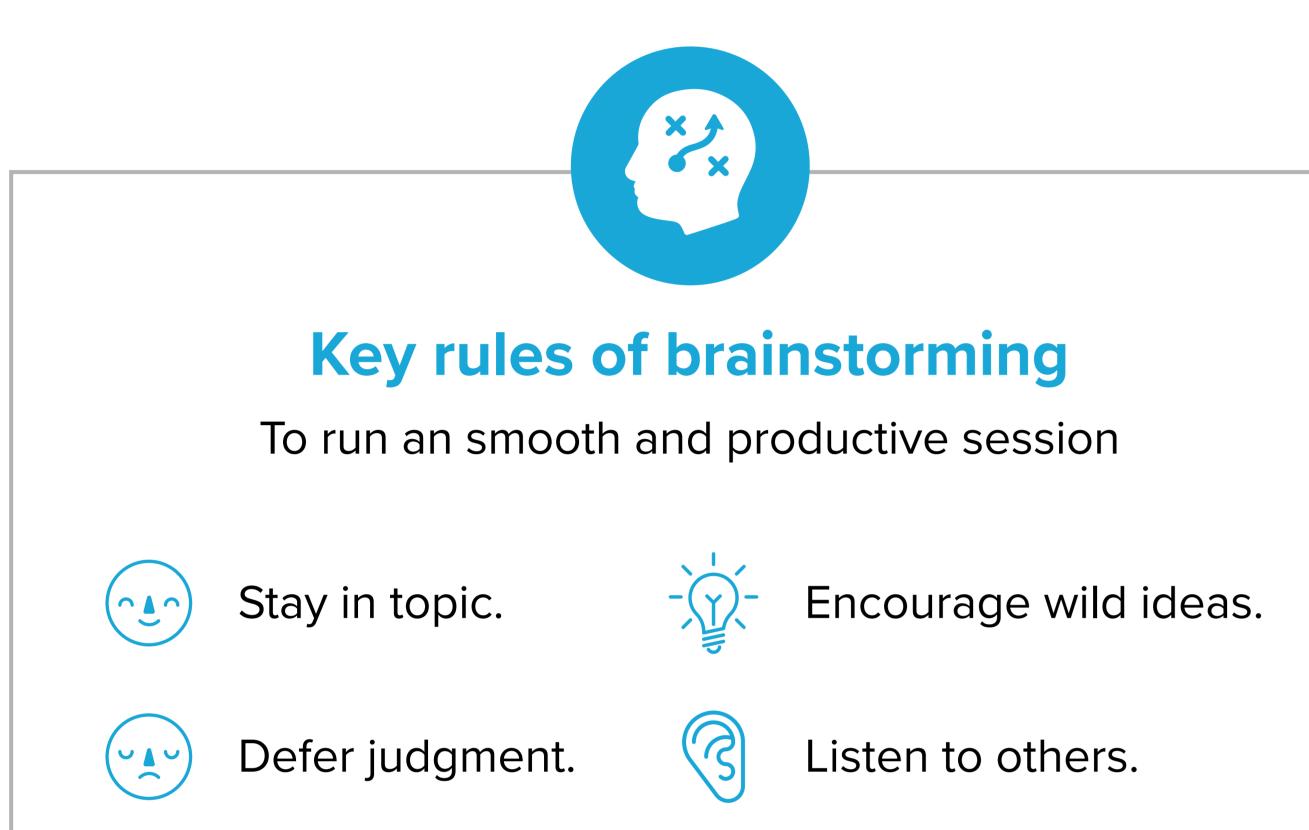


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

How might we specify the business problem, Business requirements, literature survey and social or business impact?





Brainstorm

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

① 10 minutes

INDHUMATHY

| Create advertisements to grow the startup business. | Companies can make profits by offering product at low prices to customers. |
|---|--|
| | |

JAYASRI

JAGATHEESWARI

| Eco-innovation, eco- | ١ |
|----------------------|----|
| performance and | re |
| corporate social | 01 |
| responsibility are a | |
| large part of the | р |
| current industrial | |
| agenda. | m |
| | |

KALAIVANI

| Companies must |
|-----------------------|
| build differentiating |
| capabilities that |
| enable them to |
| deliver value in a |
| unique way. |



Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

① 20 minutes

Economic Strategies:

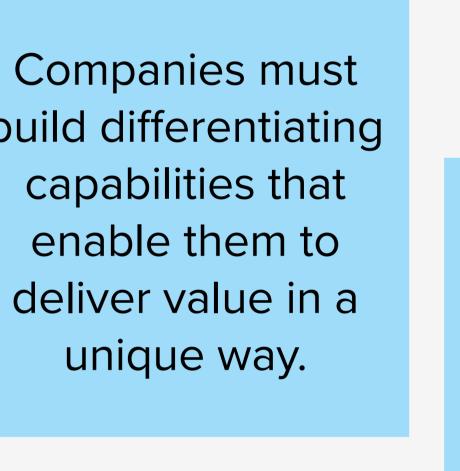
Make a

Find a category lacking recent

Innovations:

The key is to make sure you're getting a

Business Strategies:



Moving products

Improvements:



Importance:



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.

① 20 minutes

