

Ideation Phase
Brainstorm & Idea Prioritization
Template

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|---------------|----------------------------------|
| Date | 02 NOVEMBER 2025 |
| Team ID | D62F116B4D1897894BB441A9447B6D32 |
| Project Name | To Supply Leftover Food to Poor |
| Maximum Marks | 4 Marks |

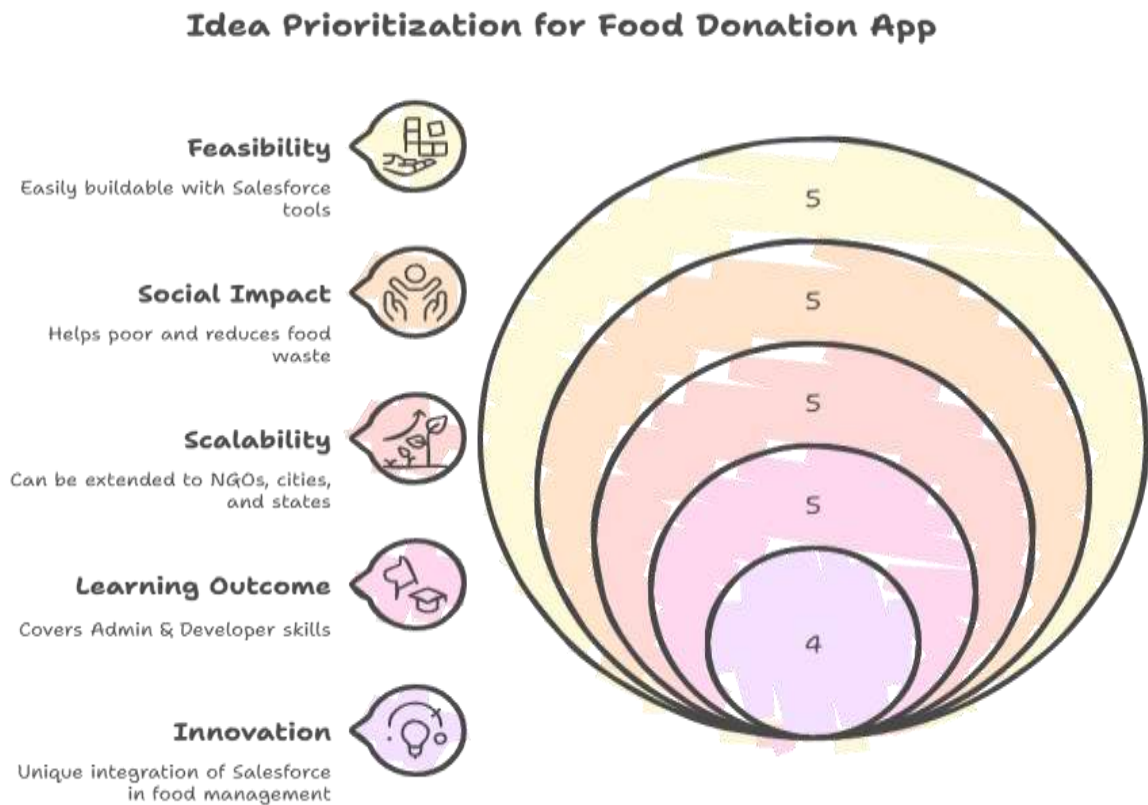
Brainstorming in the Food Industry

Brainstorming in the food industry involves generating innovative ideas for new products, marketing strategies, or operational improvements. Common techniques include free-form discussions, post-it note clustering, and focusing on emerging trends or customer pain points. The process should be systematic, beginning with a clear understanding of the market and target audience, followed by the evaluation and selection of the most viable concepts. This helps to minimize risk in product development. It is also essential to involve a diverse team—spanning culinary, R&D, marketing, finance, and supply chain—to ensure a well-rounded exploration of ideas and to identify potential challenges early in the process.

Brainstorming Techniques

- **Trend Analysis:** Research current food and market trends (e.g., plant-based or sustainable products, global flavors, functional foods) to identify opportunities for new ingredients, flavor profiles, or product formats.
- **Customer Pain Points:** Conduct open discussions to uncover challenges or unmet needs that customers experience with existing products, which can inspire better solutions.
- **Themed Clustering:** Use post-it notes to jot down ideas individually, then physically group them into thematic clusters. This helps visualize and organize different streams of thought.
- **Ingredient-Based Ideation:** Present a set of ingredients and have teams develop new product concepts using them. This promotes hands-on creativity and the generation of practical product ideas.
- **Cross-Functional Collaboration:** Involve team members from multiple departments—such as R&D, culinary, marketing, sales, and finance—to ensure that ideas are not only creative but also feasible in terms of cost, production, and consumer appeal.

- **Future-Focused Workshops:** Bring together both internal and external stakeholders (e.g., customers, suppliers, trend experts) to explore future market scenarios and unmet needs that could shape long-term innovation.



Why This Idea?

- Solves a major **social and environmental issue** (food waste & hunger).
- Utilizes Salesforce features like **Objects, Flows, Reports, and Dashboards**.
- Easy to implement within Naan Mudhalvan's Salesforce Developer Edition.
- Involves both **Admin** and **Developer** skills.

Idea Prioritization Template

| Criteria | Weight | Explanation | Score (1–5) |
|-------------------------|-----------|---|-------------|
| Feasibility | High | Easily buildable with Salesforce tools | 5 |
| Social Impact | Very High | Helps poor and reduces food waste | 5 |
| Innovation | Medium | Unique integration of Salesforce in food management | 4 |
| Scalability | High | Can be extended to NGOs, cities, and states | 5 |
| Learning Outcome | High | Covers Admin & Developer skills | 5 |

✓ **Final Score: 24 / 25 → Selected Idea**