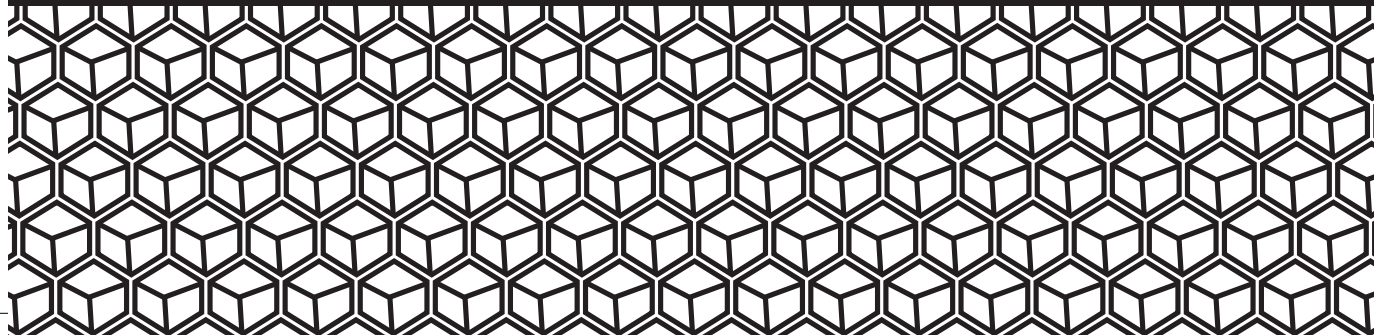




**INNO
BOKSI**

SECTION

4



Refining ideas

In this section, you will get to share ideas with others. You will hear elevator pitches, evaluate proposals, give scores and select ideas for onward development. It is essential to take an open approach to ideas, and also to be willing to give up on your ideas and contribute your expertise to developing other people's ideas.

- If a facilitator is guiding you, go to card 2 in this section.
- If you are working as an independent group, continue onto card 3 in this section.
- If you are working alone, go to card 5 in this section.



Guided

Every group now has one idea that it is prepared to present. Your idea may be a game-changer but, if you are not able to present it accurately, other people may not be interested.

At this stage in the process, it is still possible to switch groups if a different group's idea sounds more appealing. This exercise aims to eliminate some of the ideas and attempts to identify the best group for each participant to join to continue innovating.

The procedure for the next phase is as follows:

- 1.** Every group gives its elevator pitch (maximum 90 seconds).
- 2.** Everybody gets to choose a topic that interests them, and it does not need to be the one they have been working on so far.
- 3.** Forming the final groups.

When you are ready, go to card 1 in section 5.



Independently in a group (A)

Every group now has one idea that it is prepared to present. Your concept may be a game-changer but, if you are not able to present it accurately, other people may not be interested. At this stage in the process, it is still possible to switch groups if a different group's idea sounds better. This exercise aims to eliminate some of the ideas and attempt to identify the best group for each participant to join to continue innovating.

Hopefully, there will not be too many ideas left after this phase because it needs to be possible to adapt the idea(s). The number depends on the size of your group: if you have fewer than 10 people, it is advisable to have only one or two ideas to work on; if you have 20 people, it is advisable to have no more than four ideas; etc.

See the next card for instructions on how to proceed.



Independently in a group (B)

Equipment

- Flipchart paper, felt-tip pens, evaluation table

Tools have been created to help you compare and eliminate ideas. Keep in mind that the ideas will be adapted further after this stage. If it feels like none of the ideas are exactly what you want to commit to, work on an idea that seems interesting on some level. You can also use methods other than the scoring scheme described below for eliminating ideas and forming new groups, if applicable.

1. Every group gives its elevator pitch and attaches its flipchart to the wall.
Remember to stop on time (90 seconds).
2. Every person fills in the evaluation table in the Innobox.
3. When the table has been filled in, calculate which ideas got the most points on your table.
4. Then, add together the scores from all of the tables, and rank the ideas by score.
5. Choose the same number of ideas from the ranking as the number of groups.
6. Leave the flipcharts on the wall for the ideas that each participant has chosen as interesting.
The groups should be the same size if possible.
7. Now you should have your final group(s), and you can move onto the next phase.
When you are ready, go to card 1 in section 5.

4

5

Alone (A)

Equipment

- Evaluation table

The idea at this stage of the Innobox is to limit the number of ideas.

This limitation does not need to be final, as you will be able to evaluate and adapt ideas at later stages. However, it is now important to select one idea to develop further. If you have a clear idea of which idea you want to develop, by all means, choose that one. Alternatively, you could use the scoring chart or some colleagues to help you.

The evaluation table is in the Innobox, and it comes with instructions.

In any case, it may be helpful to hear the opinions of others. Move on to the next card.



Alone (B)

Equipment

- Evaluation table

So far, you have probably been thinking about your ideas alone. At this stage, it would be good to hear other people's thoughts and opinions. If you have 10 good ideas, you should not set out to present all of them to your colleagues, as they may get frustrated or bored. Choose 2-4 of the best ideas. Prepare and practise giving a brief, concise presentation lasting no longer than 90 seconds per idea. When you are preparing your elevator pitch, consider the following:

- What is the problem or challenge that you are addressing? Who faces this type of problem?
- What is the solution? What benefits does the solution have for the person with the problem?

When you have prepared your elevator pitches, present them to colleagues or an outsider, or even to the potential target group of the idea. If you have several ideas, instruct the listener(s) to use the evaluation table, and ask them to score your ideas on the card in the Innobox. Collect the scorecards and calculate which of your ideas received the highest score.

The next step aims to begin refining the winning idea.

➔ Move on to card 1 in section 5.

