

# Typical pitfalls in brainstorming questions

## 1. Providing a list of analyses/hypotheses instead of ideas

### Market specific risks

- Change in market dynamics
- Market consolidation
- Competitive response
- Risk of newcomers
- Risk of substitute

### Market specific risks

- Do we have information on the recent trends?
- Who are the major players and what are their market shares?
- ...

## 2. No structure

## 3. Just 3-4 ideas instead of 8-10 ideas

## 4. Generic ideas, no creative/out-of-box ideas