

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