

Over the next few weeks we're going to do the following:

1. Come up with some **ideas**

... tangible product concepts with the potential to create significant value in your life or in the lives of people around you.

2. From those, pick and refine a **small portfolio of high potential ideas**

... on which it would be crazy not to execute.

3. Turn some of those into **really big value ideas** that can be taken from napkin to revenues

... ideas that once fully designed will be highly impactful, imminently feasible (for you and a team to carry out), *and* deeply personally inspiring.

## **Your First Ideastorming Assignment**

1. **Come up with 25 ideas** – 25 such product concepts. Don't cheat yourself by doing fewer. Really come up with 25 of them, no matter how you have to do it: look around the spaces in which you live and work; talk to the people around you; observe people; think about what has worked somewhere else – anywhere else; get online and see what others are doing; check out other people's ideas and solutions; think back to that thing you saw jump across your Facebook page that made you say "cool" or "wow". 25 ideas.

And capture them on all on a single sheet of paper or in a single notebook and bring it with you next time.

2. **Pick your "best" 10 ideas** and circle them from among the first 25. And submit these to me to earn the corresponding Mini Badge. (Directions to follow on how to do this.) Do this homework individually and don't share it with anyone else until we meet.

There are no real constraints other than those mentioned above, but I ask you to make sure these "best" 10 fall into categories as follows:

- At most 5 ideas that could be implemented today with no problem
- At least 3 ideas that could be implemented today but would probably require new resources or new people to make happen
- At least 3 ideas that are a little bit crazy – they are do-able but would represent a real stretch to make possible

**Important note:** As we will discuss in more detail later, we cannot protect anybody's ideas in this course. Don't bring an idea into this course that you don't feel comfortable having shared with many other people, i.e. if you have an idea you want to keep secret or protect then come up with other ideas from which you can learn instead.