



Brainstorm in a Box

Welcome to the Brainstorm in a Box for our Web Start-up Challenge!

We're tackling the topic of online start-ups and we're glad you can join us.

In the Concepting phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, incubator ideas, policy ideas, funding ideas... all are welcome. Check out our challenge themes online for more angles. Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily.

This "Brainstorm in a Box" is a handy tool for hosting your own brainstorm!

Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/startup-ideas>





Here's how...



1. Gather your participants and materials

Send out an email, organise brunch, get your brainstorm group together. 3-5 is a good group size. Alternatively, you could also use this guide to brainstorm on your own while riding the train to work.

Materials to have ready include blank paper (or printouts of the Concept Capture Sheets we're providing you in this package), post-its, sharpies. M&Ms and sweets are good for a pick-me-up during long brainstorms.

2. Pick a brainstorm topic

Having a focus during your brainstorm is very important. Otherwise, you're not all speaking the same language or addressing the same problem. We prefer to pick a topic in the form of a "How might we..." question. Like, "How might we use storytelling to celebrate current entrepreneurs and inspire future ones?" We've put together a set of "How might we..." questions on the next page for you...

3. (Optional) Start with a warmup exercise

To get warmed up, you might want to try a quick 5 minute warmup exercise that's related to the topic (also on the next page...)

4. Rapidly brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm (http://bit.ly/oi_brainstorm) before you start.

5. Upload the concepts

Potentially the most challenging and important part of your mission. Uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets, you can easily scan them all in at work, or take photos of each and upload as images in the concepting form. <http://bit.ly/startup-ideas>



Brainstorming topics

Question 1: How might we design tools that support web entrepreneurs?

Founders often bring many skills and talents to a new venture, but it's no surprise that they still need help, guidance, and advice along the way. How might we connect founders with the tools, learning, connections and skills they need to succeed?

Warm-up: List 10 tools, people, or organizations that have helped you succeed, either at school or at work.

Question 2: How might we create workspaces that encourage in-person and virtual collaboration and partnership?

Shared spaces encourage exchange of ideas and skills while offering flexible ways for small teams to work. How might we rethink both physical spaces and virtual ones, to connect entrepreneurs together?

Warm-up: List 15 physical places that you find inspiring, creative and might support collaboration..

Question 3: How might we fund start-ups in new or creative ways?

Finance models on sites like Kickstarter empower entrepreneurs to seek funding in new ways. while certain policies and legislation can lessen the financial burdens of starting a new business. How might we provide web start-ups with the financing they need to get off the ground?

Warm-up: List 10 ways that people or organisations in your network have fundraised for charities, events or other campaigns.

Question 4: How might we assist web start-ups navigating across country borders?

The web traverses borders, but it's often difficult for businesses to do the same. Within Europe there are many rich cultures and talents in which to tap, yet no easy ways of overcoming legal, financial, language barriers. How might we tap into the global entrepreneurship community to support start-ups everywhere?

Warm-up: List 15 ways that people can connect with others around the world – either online or in person.



Concept Capture Sheet

Name _____

Sketch your concept!

Quick summary

<http://bit.ly/startup-ideas>



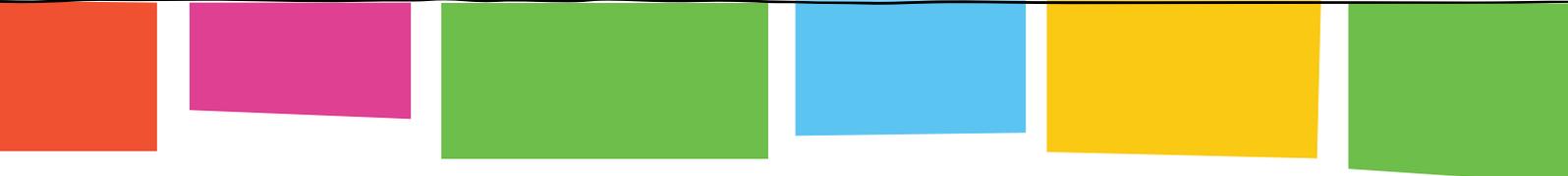
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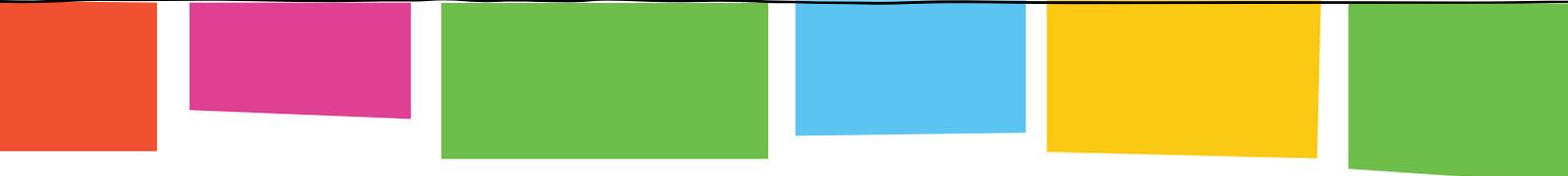
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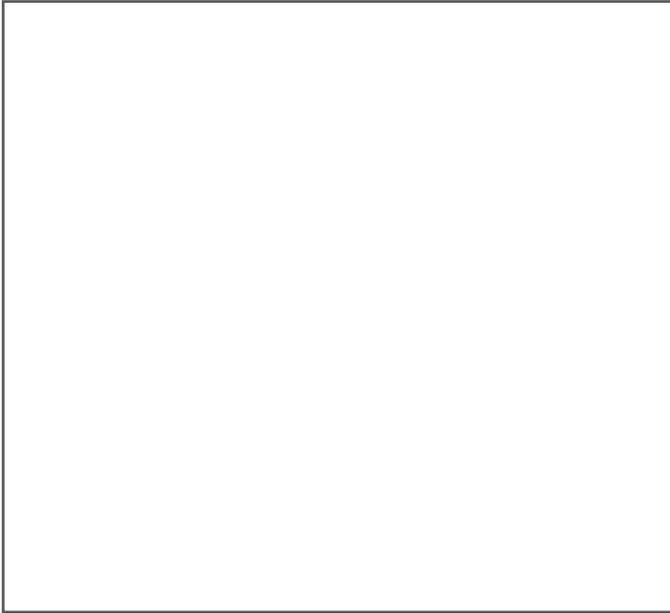




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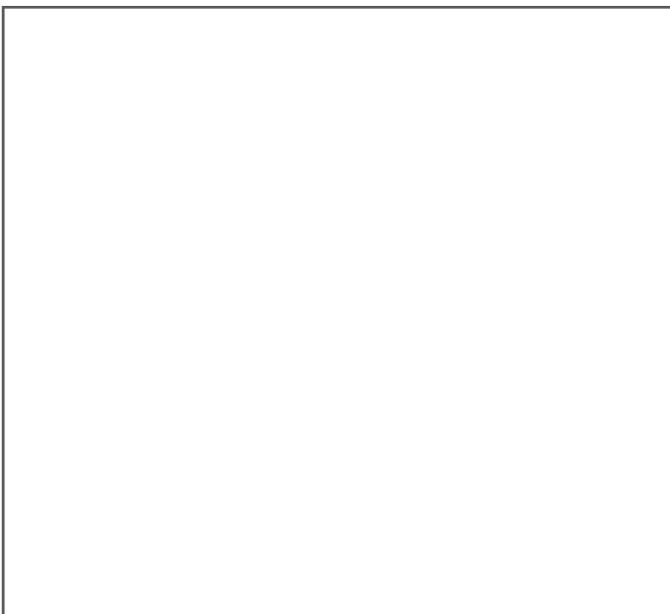
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