

MT2.4_3 Business Idea Brainstorming

Instructions:

- Gather your crew: Divide participants into small groups of 4-6 people.
- Mission briefing: Each group will have 10 minutes to brainstorm and choose one exciting business idea they believe has potential. Encourage them to think like creative ninjas, exploring a variety of industries and addressing real-world problems.
- Think outside the box: No idea is too silly or too small! The goal is to spark your imagination and generate unique concepts.
- Sharpen your tools: Once they have an idea, each group will spend the next 10 minutes fleshing it out. Consider aspects like target audience, unique selling proposition, potential challenges, and a rough financial outline.
- Present and pitch: Time to shine! Each group will have 5 minutes to present their chosen business idea to the rest of the class. Encourage them to be persuasive and highlight the potential for success.
- Let the debate begin: Open the floor for questions and discussion after each presentation. This is a chance to analyze the various ideas, offer constructive feedback, and learn from each other.

Bonus Tips:

- Provide an inspiration toolbox: Have a selection of articles, images, or short videos showcasing innovative business ideas to spark the brainstorming flames.
- Keep it fun and interactive: Play some energizing music, encourage playful brainstorming techniques, and reward creativity with applause or small treats.
- Capture the magic: Have someone in each group take notes or sketch key ideas for future reference.

Attachment to MT 2.4.3
Task 2.2



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Business Idea Brainstorming Examples and Solutions:

- 1. Example: AI-powered personalized meal planning and grocery delivery service for busy families.**
 - Target audience: Working parents, millennials, health-conscious individuals.
 - Unique selling proposition: Tailored meal plans based on dietary needs, allergies, and family preferences, with convenient grocery delivery and recipe tutorials.
 - Potential challenges: Building a robust AI algorithm, maintaining partnerships with grocery stores, ensuring competitive pricing.
 - Rough financial outline: Subscription model with tiered pricing based on meal frequency and family size.
 - Possible solutions: Partner with existing meal planning apps, offer introductory discounts, leverage technology for efficient routing and logistics.

- 2. Example: Interactive learning platform for children using augmented reality (AR) technology.**
 - Target audience: Parents with young children, teachers, educational institutions.
 - Unique selling proposition: AR games and activities that bring learning alive, covering subjects like history, science, and language arts.
 - Potential challenges: Developing engaging AR content, ensuring educational accuracy, accessibility for diverse devices.
 - Rough financial outline: App store downloads, subscription model for premium content, partnerships with schools.
 - Possible solutions: Collaborate with educators and subject matter experts, offer free basic content with in-app purchases for advanced features, utilize cloud-based technology for multi-device compatibility.

- 3. Example: Upcycled fashion marketplace connecting artists and designers with sustainable materials and vintage clothing.**
 - Target audience: Eco-conscious consumers, fashion enthusiasts, artists and designers.
 - Unique selling proposition: Platform for unique, one-of-a-kind upcycled clothing and accessories, promoting sustainability and creative expression.
 - Potential challenges: Sourcing consistent material, ensuring quality and craftsmanship, building a user-friendly online platform.
 - Rough financial outline: Commission fees on sales, curated subscription boxes, partnerships with eco-friendly brands.

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- Possible solutions:
Partner with textile recycling centers, implement quality control measures, offer educational workshops for artists and designers, utilize user-friendly e-commerce tools.

4. Example: Online platform for booking and managing freelance creative professionals (musicians, photographers, designers).

- Target audience: Businesses and individuals seeking creative services, freelance creatives looking for work opportunities.
- Unique selling proposition: Streamlined platform for project matching, secure payment processing, and portfolio showcase for creative professionals.
- Potential challenges: Building trust and reliability, attracting both clients and skilled freelancers, managing competition from existing platforms.
- Rough financial outline: Service fees for businesses, subscription fees for freelancers, premium features like portfolio promotion.
- Possible solutions: Implement strong verification measures, prioritize customer service, offer skill verification tests and training programs for freelancers, leverage social media marketing for platform awareness.

5. Example: Community-driven urban farming network connecting rooftop spaces with local produce buyers and volunteers.

- Target audience: Urban residents, environmental activists, local restaurants and grocery stores.
- Unique selling proposition: Network connecting underutilized rooftops with individuals and businesses interested in local, sustainable food production.
- Potential challenges: Securing rooftop access, managing logistics and volunteer coordination, ensuring food safety and quality.
- Rough financial outline: Membership fees for participants, partnerships with restaurants and stores to purchase produce, grant funding for equipment and training.
- Possible solutions: Partner with building owners and community gardens, utilize online scheduling tools for volunteer coordination, implement food safety certifications and training programs.

Instructor tips for managing the activity:

- Clearly explain the instructions and timeframes.
- Encourage diverse ideas and respect all contributions.
- Help groups stay focused and on task.
- Facilitate discussions and offer constructive feedback.
- Capture key points and ideas from each group's presentation.
- Celebrate creativity and acknowledge all participants.

