TEAM BRAINSTORMING
EXERCISE

Open a blank document – create 6 columns with labels shown. Use Post-it notes and/or pens to fill out your table.

Industry Interests	Customers & Geography	"Problems" to Solve	Ways to Solve "Problems"	Competitors & Alternative Solutions	Value Proposition & Impact
What are the team members' social interests or advocacy stance? • Access • Equality • Empowerment • Environment • Education • Other?	Who do you want to reach or otherwise impact? Where do they live? What geographic regions are represented? Or is your target audience 100% online?	What problems do these individuals have? What challenges do they face? (e.g. $$, access to transportation, language barriers, disabilities) "A **problem statement** is a concise description of an issue to be addressed or a condition to be improved upon. It identifies the gap between the current (**problem**) state and desired (goal) state of a process or product." -Wiki	What are ways these "problems" could be solved? What gaps can your mock organization/ initiative fill? What solutions can your mock organization/ initiative provide?	Who else or what other organizations also provide these solutions? How would you differentiate? Have you come up with more than a single idea to solve the problem? Think of alternatives. Don't reinvent the wheel.	Once you decide on a solution – explain it in 1 min. What is the value proposition? *Template*: For (target individuals) who are dissatisfied with (the current market alternative). Our organization/initiative is a (new category) that provides (key problem-solving capability). Unlike (the organization/initiative alternative), our work (describe the key organization/stance initiatives).