

## MIND MAPPING EXERCISE

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The first step in any business is: Developing an Idea.

The “Creative Component” of this exercise is *inspired by EUREKA! RANCH* which used a mind mapping process to help Proctor & Gamble create the Swiffer®.

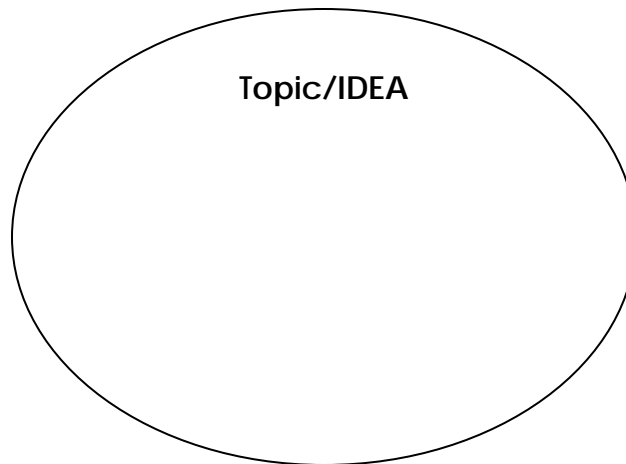
### Creative Component

1. Choose Topic
2. Brainstorm
3. Cluster words - Choose “Favorite” Cluster
4. Develop Product/Service Idea

### Practical Component

5. Create Product/Service Pitch
  - a. Product/service description & target audience.
  - b. Need met through the product or service & target audience
  - c. Competitive advantage (even if it is made up)

- **1. Pick a topic, hobby, area of interest.** Write in center of circle.
- **2. Brainstorming** – Write words all over the page that come to your mind. Do not edit yourself...free flow.
- **3. Clustering** – Link together terms that you think “go” together. Use lines and symbols to do this. (Note: Listen for instructor coaching on clustering).



- 3. (continued) Select your favorite cluster from page 2.
- 4. Develop 3-4 product/service ideas inspired by these words.

Resulting  
Product/Service

Resulting  
Product/Service

Your Favorite "Clusters" / Words/  
Concepts

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Resulting  
Product/Service

Resulting  
Product/Service

- 5. ELEVATOR PITCH: Choose your favorite product/service idea and fill out the following. After this step, practice (mentally) so that you can give an "elevator pitch" which means a compelling, 30 second description of your product/service.

Product/Service description & target audience

What need is met through this product / service

Competitive advantage (even if it is made up)