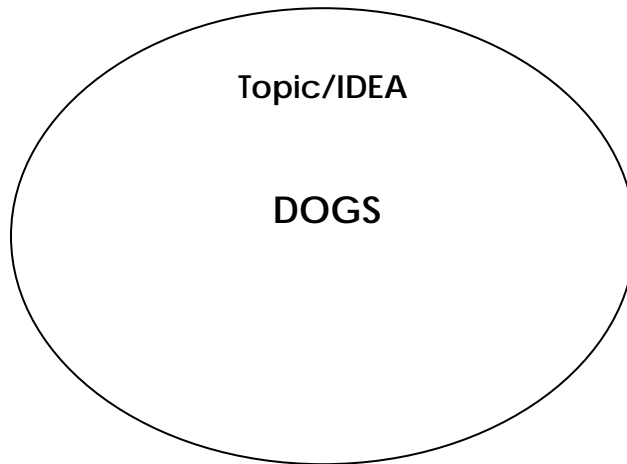


OVERHEAD 2-C: MIND MAPPING EXERCISE EXAMPLE

1. Choose Topic



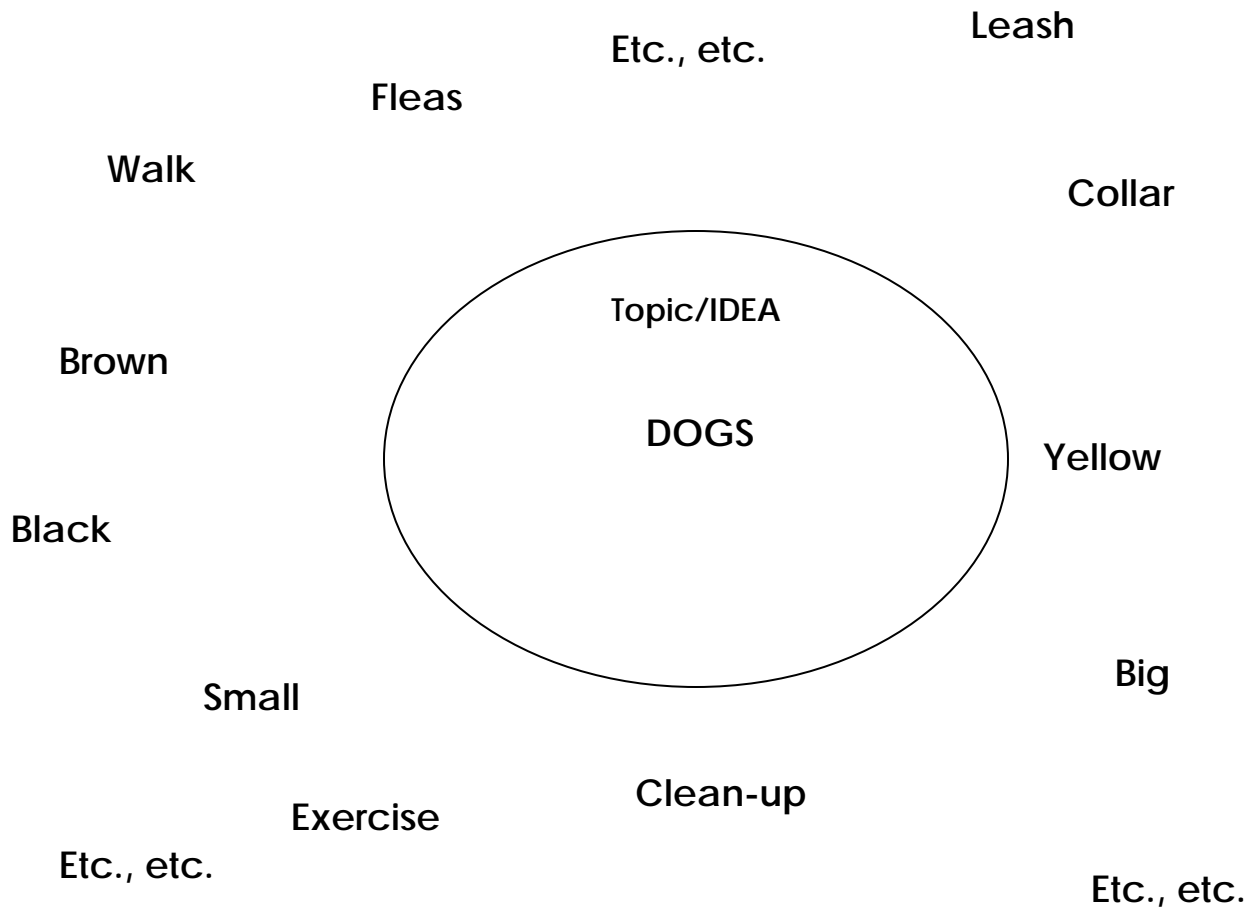
2. Product/Service Idea

Practical Component

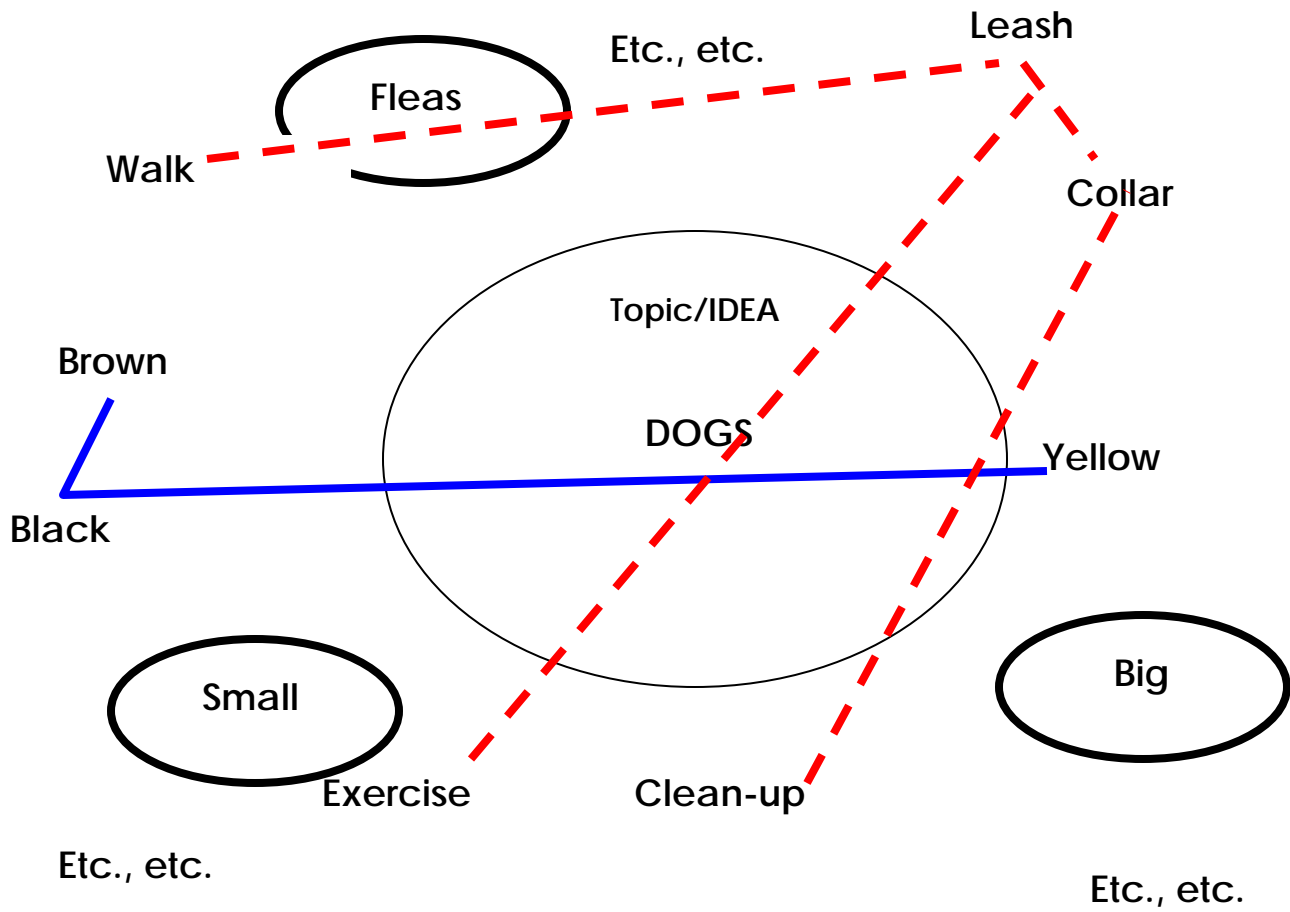
3. Create Product/Service Pitch

- 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)

➤ 2. Brainstorm



➤ 3. Cluster (then choose favorite cluster)



- Select your favorite cluster.
- 4. Develop Product or Service Ideas

Resulting
Product/Service

**Exercise club
that walks dogs.**

Resulting
Product/Service

**Walking shoe
with a doggie
clean up bag
Velcro
attachment.**

Your Favorite "Clusters" / Words/
Concepts

- * Leash
- * Collar
- * Walk
- * Exercise
- * Clean Up

Resulting
Product/Service

**Pedometer for
dogs which
clips on their
dog leash or
collar.**

Resulting
Product/Service

**iPod exercise
case insert
which includes
doggie clean
up bags.**

- 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

- My product idea is a: Pedometer for dogs which clips on their dog a dog’s collar.
- My product is targeted toward: Vets who encourage exercise among their clientele.

What need is met through this product / service

- Rising number of pets with health conditions related to weight (*A guess*).
- Helps vets monitor physical activity, especially of dogs with health conditions.
- Allows people to love and care for their pets.

Competitive advantage (even if it is made up)

- Endorsed by World Veterinary Association. (*Made this up, this would be a goal for my business*).
- Exclusive manufacturing partnership with “Company X”, the leading manufacturer of pedometers. (*Made this up, this would be a goal for my business*).