TEST IDEAS

2ND CONCEPT IMPROVEMENT WORKSHOP

- 3-5 IMPROVED TESTED CONCEPTS
- 3-5 MINI NEW BUSINESS CASES
- TRANSFER WORKSHOP
- ME-TOO TRIANGLE
- WE INNOVATE ANYWAY
- MY BOSS WON'T LET ME ISLAND
- WE DON'T LIKE IT' BAY
- NOT INVENTED HERE' CLIFFS
- THE BEST COACHES ARE IN THE SANDS WATCH TOWER
- WARM CREATIVE GULF STREAM

POTENTIAL TARGET GROUPS

FAILED BRAINSTORM WRECKS

AN OPEN MIND