

Brainstorming Worksheet

GOAL: Come up with a lot of ideas so that you can find great new ways to solve your customer's problem.

INSTRUCTIONS: By yourself, write down ONE problem you're trying to solve and then come up with as many ideas as you can.



There are no bad ideas!

Don't worry if your idea seems impossible or crazy.

1. What's one big problem you would like to help solve for *your partner (not you)*?

2. Write down as many ideas for a *new product or service* that would help your partner with their problem.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.