

The Big Idea Challenge – Team Brainstorm Sheet

Team Name: _____

Members: _____

Step 1: Identify a Problem

What problem are you trying to solve? Who experiences it?

Step 2: Brainstorm Solutions

List as many ideas as you can — products or services that could solve the problem.

1. _____
2. _____
3. _____
4. _____

Step 3: Choose Your Best Idea

Business Name: _____

What We Offer (Product/Service): _____

Why People Will Love It: _____

How We'll Get It to Them: _____

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My Name: _____

Team Members: _____

Great business ideas can come from anywhere! Use the prompts below to help you think about what business ideas you might enjoy creating.

What need do you see in your community that a product would help?

What's something that is helpful?

My Best
3 Ideas:



What do you want to learn about?

What do you enjoy doing?

What do you find interesting?

What's something you think is important?

What would be fun to work on?



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The Big Idea Challenge - Our Best Idea

Now that you've come up with a few ideas, it's time to figure out which one is the best. Choose 3 of your favorite product or service ideas and write out the pros, cons, and target market (who would buy this) for each.

Product Idea	Pros	Cons
Other information		

Product Idea	Pros	Cons
Other information		

Product Idea	Pros	Cons
Other information		

Our product idea is...