

Logotype

Brainstorm the name of your company: write down associations connected with your company name. Create your logotype (draft 3 versions).



Production Planning

Describe your product/service provision chain.



Competition

Any company has its competitor/s. Are there services or products that create an alternative for your services and products? What are the examples of such services or products?



Creativity

Search and find Egyptian hieroglyphs on the internet, try to guess their meanings. Through story telling connect the hieroglyphs with your business idea (in the original one it is to connect with the business plan).



Target Audience

Define your target audience. Create customer avatar (buyer persona) – representation of your ideal customer.



Product or Service

Think about the advantages/unique components of your product/service. What component will help you stand out in the market?



Creativity

Take two or more products and find a way to connect them. This tool can be used for the variety of purposes, for instance, choosing the name of the company or building the new product idea.



Tricky Electrician

You need to change the cable in your office. When you asked how much it would cost, the electrician suggested deciding on the price later. After finishing his work he asked for a higher price than budgeted. What will you do?



Company Vision

Define the mission, vision and short and long term goals of your company.



Production

Describe the conditions of the production or the provision of a service. How and where will you get the necessary resources for it (human resources, financial resources, facilities, equipment, etc.)?



Imagination

Imagine your company is an animal that does not exist. Describe the characteristics of that creature.



Company Message

Formulate the message that your company wants to share with the market. Write down your slogan/motto.



Team

Describe your team. How would you reach your business goals with your team members?



Business Strategy

Define “sustainability” for your company. Set the criteria to measure the sustainability.



Target Audience

What tools does your company use to reach out to your target group(s)?



Empathy

Think about the emotions and associations which your brand will most likely evoke in your target customer.



Competition

Select any product or service of a competing organization and then describe how to make it better.



Film

If you make a film about your company, what would it be like?



Company Values

Company values are important business principles used to interact with other companies, customers, employees. Think about the values that your business will pursue.



Risk Management

Create a risk log. Keep in mind that risks can be both positive and negative. Review the list and try to offer a mitigating action for each of them.



Analyze

Imagine your company is at the peak of success. What would it look like? How would you have achieved that?



