

# Mind Meld

## Experience Guidelines

- In breakout room pairs, independently type a 1-word noun into the chat **BUT DO NOT SEND YET!**
- Count to 3 and then **SEND!**
- IF...
  - you both typed the same word, **YOU HAVE ACHIEVED SUCCESS!**
  - you didn't both type the same word, keep following these instructions...
- Next, type a 1-word noun into the chat that, in your mind, connects the first 2 nouns **BUT DO NOT SEND YET!**
- Count to 3 and then **SEND!**
- IF...
  - you both typed the same word, **YOU ACHIEVED SUCCESS!**
  - you didn't both type the same word, repeat the above steps connecting your 2 new nouns each time, until you match or until time runs out

# Starting Up a Startup

## Experience Guidelines

- You are launching a new startup!
- You will be paired with one business partner.
- Together, choose 2 nouns **from the chat** that are from the opening Mind Meld experience.
- Use those 2 nouns as your guide to answer the **Business Plan Questions** below once you've established your team's shared goals.

# Part 1: Get Your Goals Together

## *Team Situational Awareness Tool*

**Step 1:** Before beginning to create your business plan, collectively agree on 3 goals for the launch of your new company.

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	

**Step 2:** Now take your 3 goals and rank them in terms of what your team thinks is the most important (#1 below) among them to the third most important among them (#3 below).

<b>1<sup>st</sup></b>	
<b>2<sup>nd</sup></b>	
<b>3<sup>rd</sup></b>	

**PAUSE HERE! Return to the Main Room**  
**for further instructions**



**Example of Business Plan Question Responses**

- **Which 2 nouns did you choose?** Calculator & Headband
- **What is your product?** A headband that measures the number of thoughts a person has in a given period of time.
- **What is the name your product?** ThoughtBit
- **Who is the persona that represents your target audience?**  
Sarah, a 35-year-old PhD in Physics who, as a university professor, is up for tenure one year from now. She is determined to show that, in addition to her publications, she is also producing an incredible number of thoughts.

# Part 2: Business Plan Questions

## (Invent)

<p>Choose 2 nouns from Mind Meld?</p>	<p>1. 2.</p>
<p>Using those 2 nouns as inspiration, what does your new product do?</p>	
<p>What's the name of your product?</p>	
<p>What is the persona of your target market?</p>	

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# Part 3: Business Plan Questions

## (Innovate)

<b>What are the products that you are combining?</b>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li></ol>
<b>What is your new product?</b>	
<b>What's the name of your new product?</b>	
<b>What is the persona of your new target market?</b>	