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

<u>a Startup</u>

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

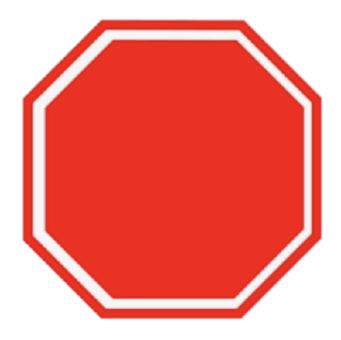
Step 1: Before beginning to create your business plan, collectively agree on 3 goals for the launch of your new company.

1.	
2.	
3.	

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).

1 st	
2 nd	
3 rd	

PAUSE HERE! Return to the Main Room for further instructions



Example of Business Plan Question Responses

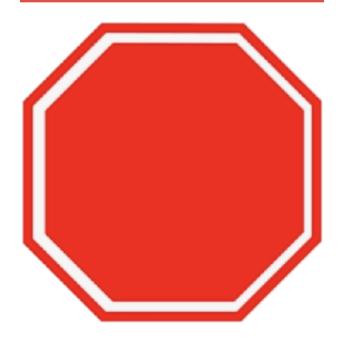
- Which 2 nouns did you choose? Calculator & Headband
- What is your product? A headband that measures the number of thoughts a person has in a given period of time.
- What is the name your product? ThoughtBit
- Who is the persona that represents your target audience? Sarah, a 35-year-old PhD in Physics 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)

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

PAUSE HERE! Return to the Main Room for further instructions



Part 3: Business Plan Questions

(Innovate)

What are the products that you	1. 2.
are combining?	2. 3.
	4.
What is your new product?	
What's the name of your new product?	
What is the persona of your new target market?	