

# Brainstorm Guide

## Module 3

1. Select a facilitator and a scribe.
2. The facilitator asks each student to share one business idea in two minutes or less.
3. The scribe records the student's idea on the flip chart pad.
4. The group brainstorms the student's idea using the question guide below. The scribe records the group's brainstorming thoughts on the flip chart pad.

### Question Guide

- How innovative is the idea?
- Is there a problem worth solving?
- Will the product or service be sold?
- How will it be advertised?
- Does the person have the knowledge, skills, and passion to pursue the idea?
- Who are the customers?

