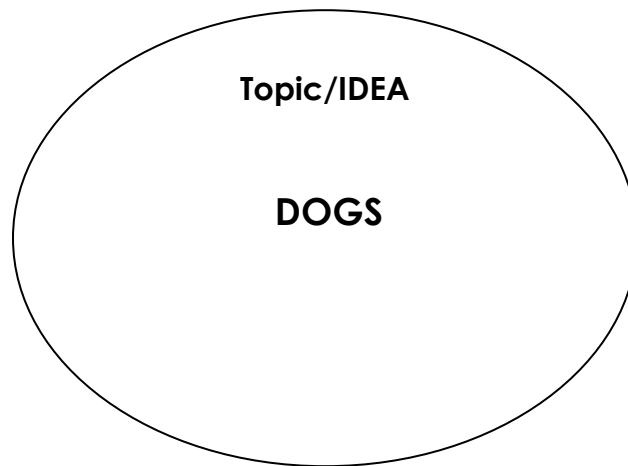


OVERHEAD 2-C: MIND MAPPING EXERCISE EXAMPLE

1. Choose Topic



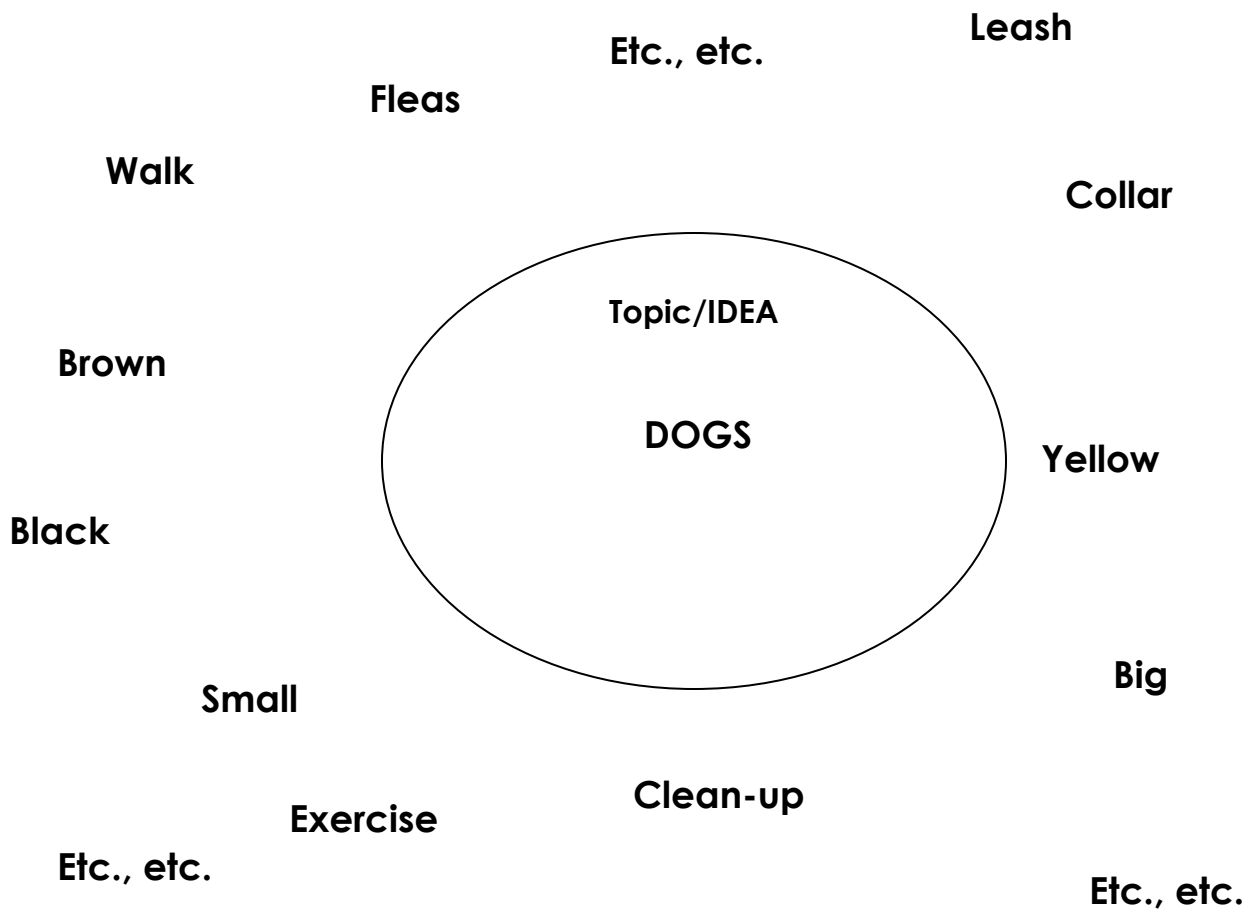
2. Product/Service Idea

Practical Component

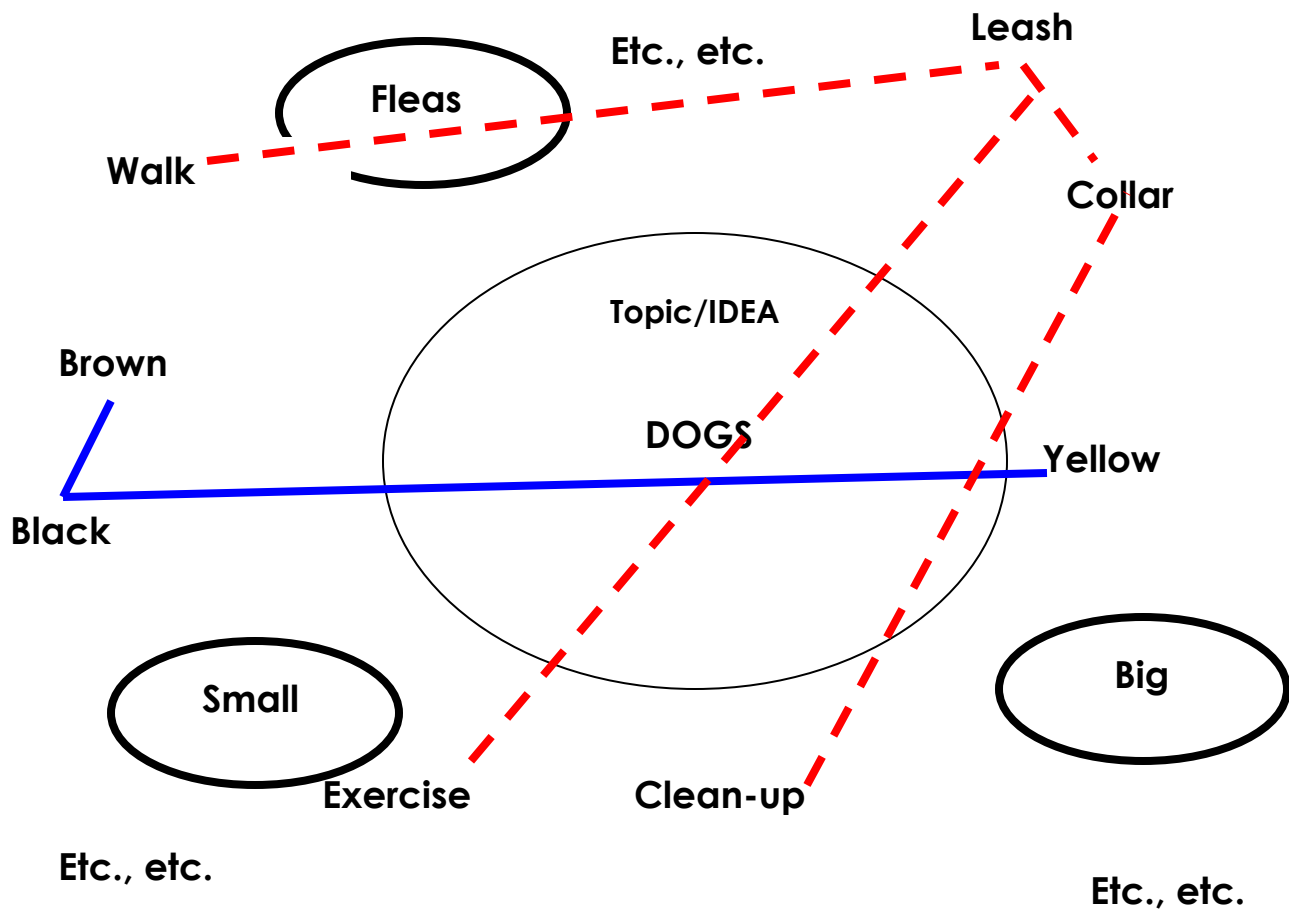
3. Create Product/Service Pitch

- a. Product/service description & target audience.
- b. Need met through the product or service & target audience
- c. Competitive advantage (even if it is made up)

➤ **2. Brainstorm**



➤ 3. Cluster (then choose favorite cluster)



- **Select your favorite cluster.**
- **4. Develop Product or Service Ideas**

Resulting
Product/Service

**Exercise club
that walks dogs.**

Resulting
Product/Service

**Walking shoe
with a doggie
clean up bag
Velcro
attachment.**

Your Favorite "Clusters"/ Words/
Concepts

- * **Leash**
- * **Collar**
- * **Walk**
- * **Exercise**
- * **Clean Up**

Resulting
Product/Service

**Pedometer for
dogs which
clips on their
dog leash or
collar.**

Resulting
Product/Service

**iPod exercise
case insert
which includes
doggie clean
up bags.**

- **5. ELEVATOR PITCH:** Choose your favorite product/service idea and fill out the following. After this step, practice (mentally) so that you can give an “elevator pitch” which means a compelling, 30 second description of your product/service.

Product/Service description & target audience

- **My product idea is a:** **Pedometer for dogs which clips on their dog a dog's collar.**
- **My product is targeted toward:** **Vets who encourage exercise among their clientele.**

What need is met through this product / service

- **Rising number of pets with health conditions related to weight (A guess).**
- **Helps vets monitor physical activity, especially of dogs with health conditions.**
- **Allows people to love and care for their pets.**

Competitive advantage (even if it is made up)

- **Endorsed by World Veterinary Association. (*Made this up, this would be a goal for my business*).**
- **Exclusive manufacturing partnership with “Company X”, the leading manufacturer of pedometers. (*Made this up, this would be a goal for my business*).**