

Brain Storm

If you're playing for the first time, read this out loud to everyone playing. I'd recommend having at least two people playing but not more than five.

Here's how this works.

You're going to be working together to create a concept. The first, only, and most important rule is to never say NO. This is a game of collaboration, so try and build off the ideas of other people instead of replacing them with your own.

To set up, lay out cards face down in one of the many included layouts. Or make up your own!

If you're playing for the first time, lay out the cards now. The game will make more sense if you can see the cards while you read the rules.

Each spot on the layout represents one piece of the concept. A card could represent a user, or a board game piece, or a digital platform.

Each card has a word printed on it. That word is used to explain that part of the concept. For example, if you flip over the card that represents the user, and the word is "choice", you could say that the users are students choosing what classes to take, or gardeners trying to choose the plants they want to grow, or families trying to choose a good apartment.

Play goes around the table in a circle. To play, flip over one card, any card, and explain it. Be as detailed as you like, and make sure to connect the new card to the rest of the concept.

Keep playing until all the cards have been flipped over. If you feel that your concept isn't complete, keep going! Pull out another card, sketch out some ideas, or remix the concept completely.

Basic Business Plan

1

2

1. This card is the customer of the business.
2. This card is the product or service of the business.

Problem and Solution

1

2

1. This card is the problem that needs to be solved.
2. This card is the solution to the problem.

Logo and Branding

1

2

3

1. This card is the feeling of the brand.
2. This card is the visual style of the brand.
3. This card is the client that is being branded.

Marketing Campaign

1

2

3

4

1. This card is the people being targeted by the campaign.
2. This card is the platform for the campaign.
3. This card is the call to action.
4. This card is the goal of the campaign.

Game Design

1

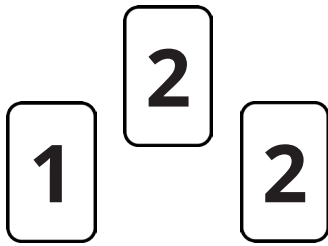
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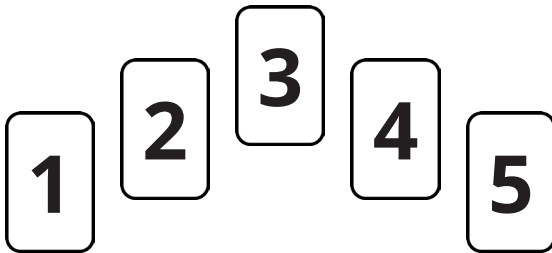
1. This card is the theme of the game.
2. This card is how you win the game.
3. This card is the resources, units, or game pieces.
4. This card is a restriction or a twist to the game.

Nonprofit Organization



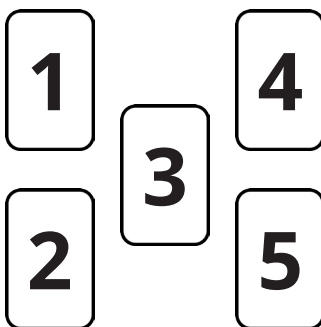
1. This card is where the funding is coming from.
2. These cards are the cause or purpose of the organization.
3. This card is the product or service provided.

Customer Journey



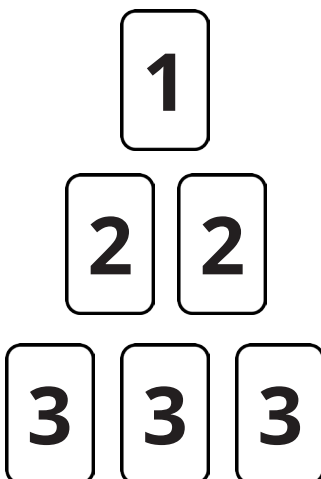
1. This card is what hooks the customer.
2. This card is the tool provided for the customer.
3. This card is the obstacle of the customer.
4. This card is the reward for using the product or overcoming the obstacle.
5. This card is what keeps customers coming back.

Project Map



1. This card is the customer or the client for the project.
2. This card is a constraint of the project.
3. This card is the goal of the project.
4. This card is the final product or service.
5. This card is a twist or unique aspect of the project.

The Golden Circle



1. This card is the *why* of the project.
2. These cards are the *how* of the project.
3. These cards are the *what* of the project.