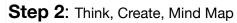


## Take Over Time

## Step 1:

Roll a die or randomly select a prompt from the list



Discuss how their "mindset" can inspire a new idea to address your challenge. Use their mindset as inspiration.

## Step 3:

Individually, capture ideas on Yellow Cards

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Standardized SPF Levels

Go Natural & Green



Passion for People & Process means WOW difference in Price



Idiot Proof + Cool Design Used I-Pod to Drive Computer Sales

87.000 Different Coffee Options

amazon.com.

Buyer Ratings & Recommendations drives cross selling. Universal access, fast delivery.



Idealistic & Easy to Love



Peace of Mind **SAFETY** 

Use hops that cost 20X more to get more flavor

Anticipate the Future - MPG



Authentic Gear That Really Wins



Head to Head Taste Tests