

MotorBrains®

Ignition #2 Frank's Lab

Greetings, kind Dr Frankenstein. Nice to see you back in the innovation laboratory. What is your challenge today, so close to Halloween? What is that you say? You wish to create a "monster" of a new product?

Well, why not do what you do best - borrow, mix, match and assemble!

Here's a fun way to create a product, a name or even a package innovation - using a mix of other products. As Dr Frankenstein, you can feel free to borrow "parts" to create your "monster" of an idea.

Here's how to begin:

First, look in your cupboards, shower caddies, refrigerators...

- Find a handful of products, preferably from different categories

Examples: Coffee, soup, candy/snacks, cooking basics (like olive oil) and ice cream

- Pick a "part" from each that you want to borrow. (This will depend on the category you are working on.) It might be an attribute, a flavor profile, serving aspect, anything. Write these down.
- Now, look at what you've written. Combine and play around with the different "parts" to come up with a new idea, a new "whole".

Here's an **example**: Say the category you are ideating on is Cereal. Here are examples of products/categories you might pick, and parts you might borrow from them:

Pretzels - Dutch style (large, thick size)

Chinese food - chopsticks

Donuts - hole in the middle

Honey - well, just honey

After playing around with these parts, you come up with.....

A new cereal with oversized pieces that you have to "spear" with a stick - and then dip in honey - to eat!

Have fun playing and **Happy Halloween!**