

— NOW-HOW-WOW-CIAO



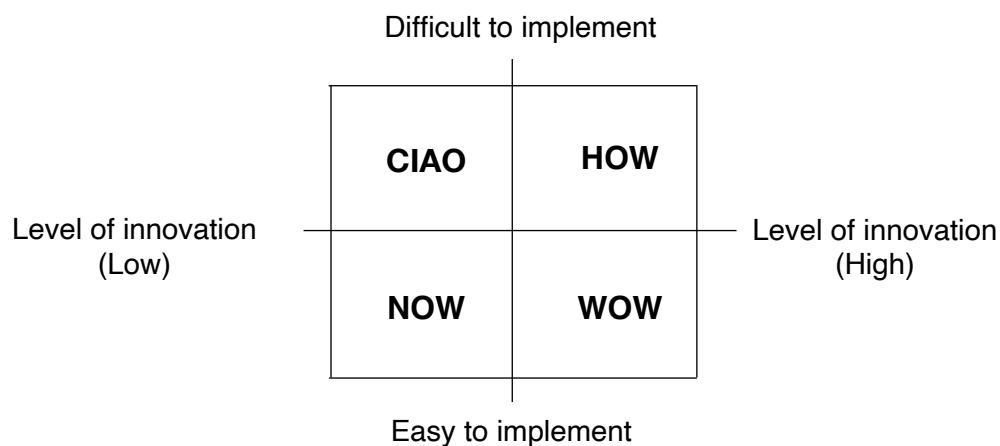
After you collected all your ideas, we now want to find the most promising ones

What you'll need:

- Whiteboard
- Whiteboard Marker
- Post Its mit euren Ideen

First step:

- Sketch a matrix on the whiteboard and name the different areas as shown below:



Second step:

Categorize your ideas by asking if your idea is
 Normal vs. unusual
 easy vs difficult to implement