



Petal & Paper

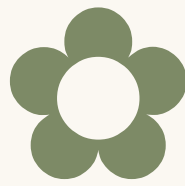
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B R A I N S T O R M

idea generation

Challenge / question · _____

Rules: no judgement, quantity over quality, build on others ·

Brain dump (all ideas, no filtering) ·

Top ideas (group and cluster) · _____

Most promising (vote / star) · 1. ____ 2. ____ 3. ____

Next step / who owns it · _____

G E N E R A T E F I R S T , J U D G E L A T E R — T H E
T W O P H A S E S M U S T S T A Y S E P A R A T E

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