



THE SELLER

This method helps you develop new ideas through the description of objects and its attributes within a role play.

Instructions



1
Write down on a piece of paper all the ideas that could solve the identified innovation challenge. Then, put the papers in an envelope.

2
One person shall adopt the role of the seller and the rest of the team act as buyers.

3
The seller shall take one paper from the envelope and make a “sales pitch” explaining (in one minute) how this idea solves the innovation challenge.

4
The buyers shall ask critical questions in order to reconsider whether the idea really meets the solution to the innovation challenge.

5
All the participants shall take notes throughout the whole process in order to discuss and debate the best ideas that arose.