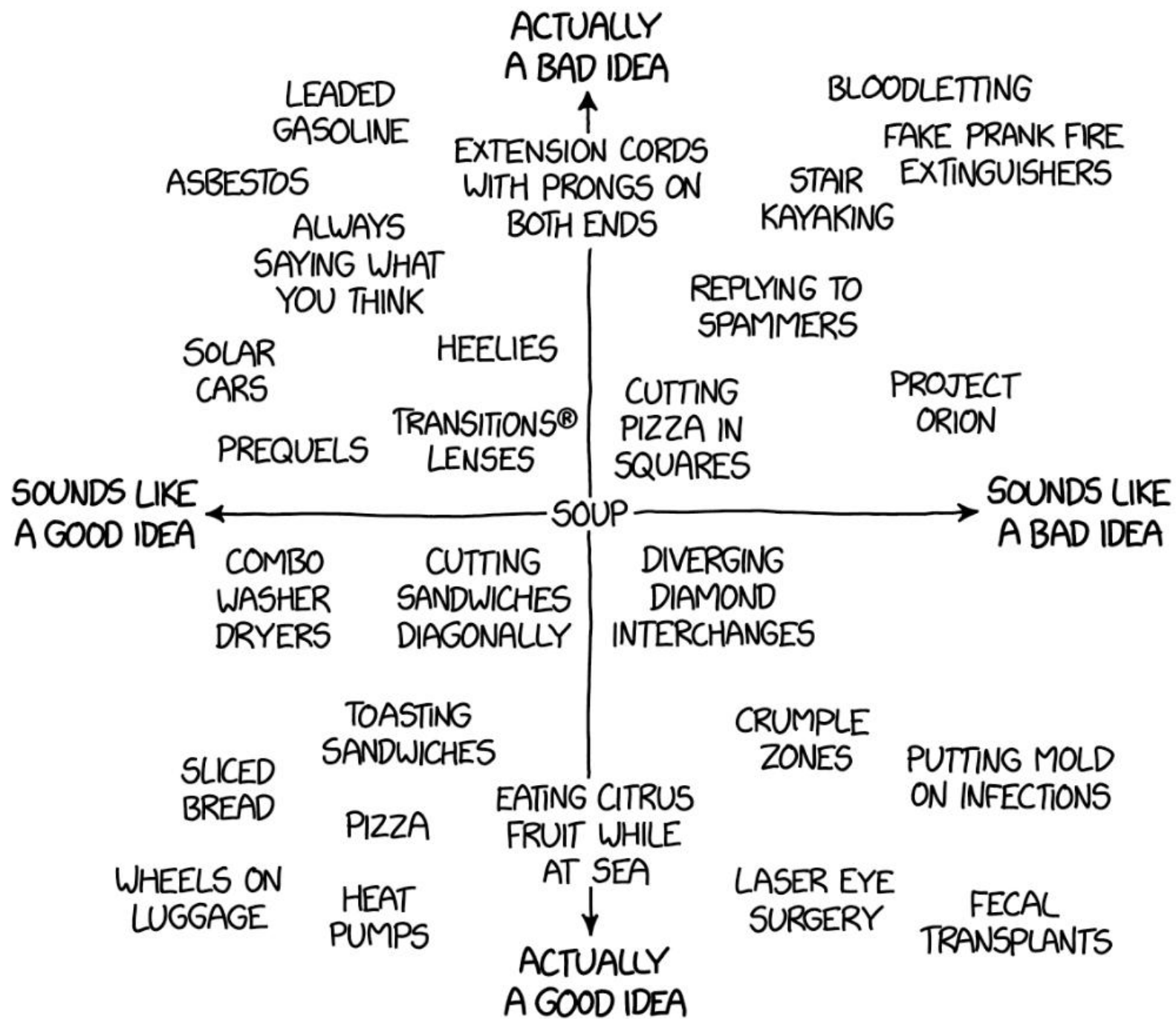


Half-Baked Ideas

October 22, 2025



What questions are we trying to ideate for?

- Let's get two at most – Could be one question with two subquestions
- Let's make them as narrow as we can

5 minutes for your terrible ideas

- What are terrible ideas?
- Ready, set, go!

Let's hear some samples

15 to 20 minutes – The path from terrible to less bad

- An example
- Share with your group and discuss as many bad ideas as you can
 - We need a notetaker in each group.
- For each bad idea you get to:
 - Identify and name why it's a terrible idea.
 - Name what the opposite qualities would be for that idea.
 - Discuss as a group an idea that would meet the opposite qualities that you name and/or tease out what perhaps has a kernel of goodness in it.

Report back