



BIG IDEA[®] AI

Agent User Guide

Content

This user guide introduces the BIG IDEAi Tools.

Including explanations, uses and top tips. Click to go to relevant section:

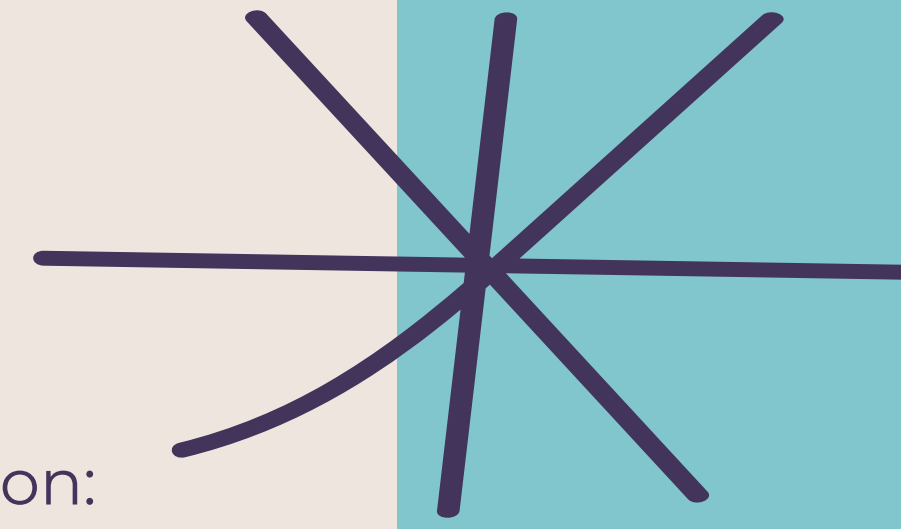
INTRODUCTION

START UP

INSIGHT TOOLS

IDEA TOOLS

BIZ TOOLS



**'Creativity is not just
a skill, it's a habit.'**



All images created (in seconds) using BIG IDEAi / Leonardo AI / MidJourney..

BIG IDEAi[®]

The background is a solid gold color. It features several decorative elements: a white wavy line on the left side; a white starburst shape at the top center; a white circle at the top right; a white wavy line on the right side; a white starburst shape at the bottom left; a dark blue starburst shape at the bottom center; and a white circle at the bottom right.

**"Don't tell people your idea...
Show them!"**



BIG IDEAi[®]

Start up

Sign in

Select Agent

Inputs

Tools

01

02

03

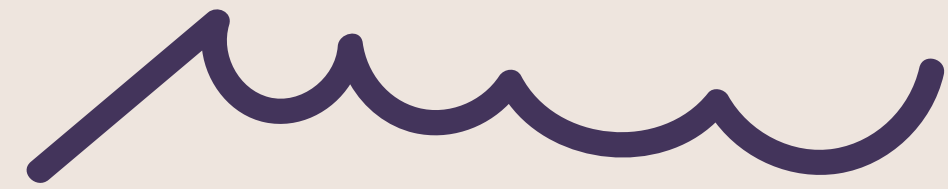
04

Sign in to start a new session or revisit one.

Select a start point
INSIGHT / IDEA / BIZ

Answer the first three questions

Click a tool to review ideas or keep answering questions.



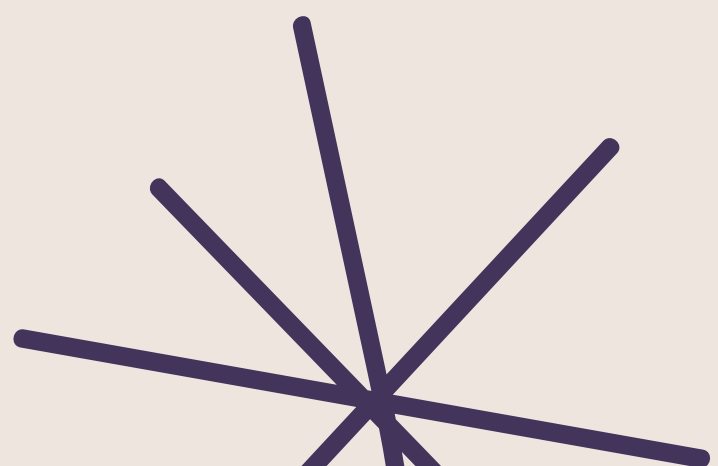
Your start up checklist

Here's how to get into the optimal 'state' for ideation (at the speed of AI):

1. **Be Open** – to what lies beyond the currently reality
2. **Seek value** – follow your energy (that's instinct talking)
3. **Seek diversity** – new stimulus > new ideas
4. **Build** – cluster ideas to make them bigger
5. **Keep moving** – focus on what works, avoid getting stuck

"You can be cautious, or you can be creative, but there's no such thing as a cautious creative"

— George Lois



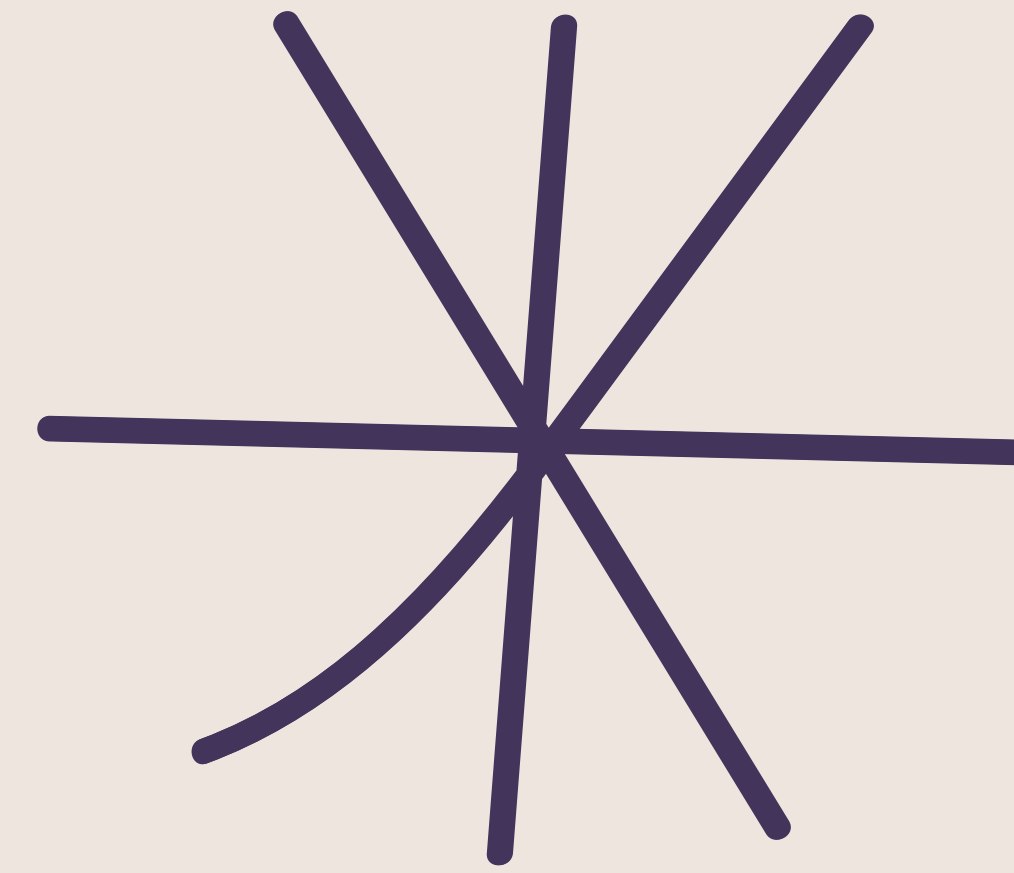
BIG IDEA[®]_{AI}



INSIGHT

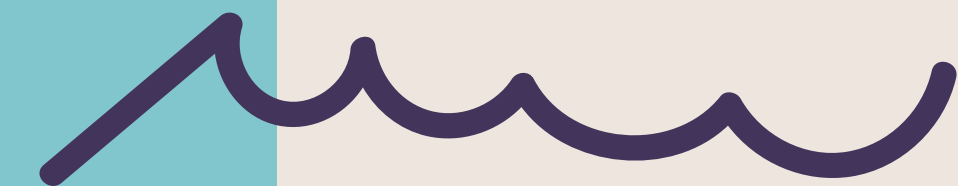
Tool checklist:

- INSIGHT SOURCES
- TARGET INSIGHTS
- INSIGHT TWISTS
- TARGET SEGMENTS
- INSIGHT PLATFORMS
- WORLD OF INSIGHTS
- CUSTOMER JOURNEY
- FUTURE INSIGHTS
- GENIUS



“The more a tree is pruned, the better is the fruit”

- Alfred Bougeart



Insight Sources

What? A technique that generates 'synthetically created' extracts such as pen portraits, diary entries, observations and more...

Why? Whilst it's important to remember this is not primary research output... this type of content can be a great shortcut for insight gathering and interrogation. In essence, it is a distillation and dramatization of existing insights, presented in a more useful format for creative problem finding/solving and idea generation.

How? Immerse yourself in insights, observations, language and stimulus to identify insight springboards for ideation.

"Where there is data smoke, there is business fire."

- Thomas Redman

Beauty products

Here's a synthetic diary extract for a teenage girl writing about her thoughts on beauty products as the start point for communication.

'Today I splashed out on the latest makeup everyone is raving about. It works to cover my flaws, but it also covers the real me. Is this what beauty is? What about natural beauty?'

BIG IDEAi then created a 360 view with perspectives from peers, parents, beauticians, brands, beauty models and influencers. Creating a rich insight platform to be cross checked and refined with primary research.

Top Tip - Don't forget you can use the BREAKOUT tool to explore other creative sources of insight. For example, academic research papers that provide PHD level insight into all areas of learning.



Target Insights

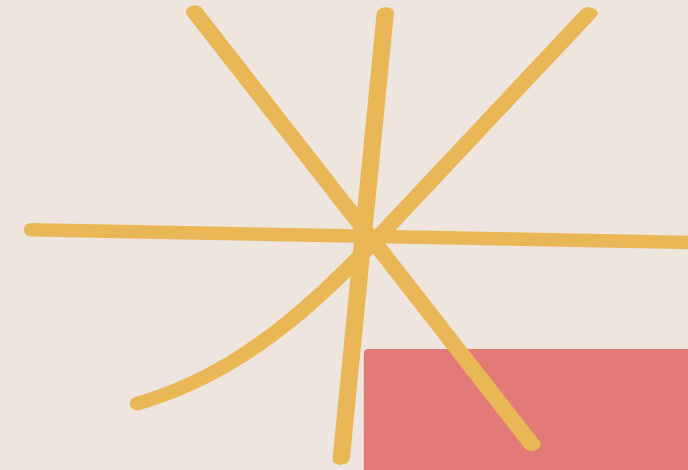
What? A technique that provides a deep dive into the rational, emotional, social and cultural insights of the target audience

Why? Not all insights are born equal. Sometimes an emotional insight can power an entire brand, as with Nike that motivates individuals to overcome fears and achieve goals and aspirations. Other times, it may be a social insight, such as with Facebook that fulfils our human need for connection and belonging.

How? Try on different types of insights to see if they lead to new opportunities and edit inputs to refresh. Keep an eye out for patterns and themes that are often clues to higher insights/themes.

“I wanted to connect my guitar to human emotions.”

- B. B. King

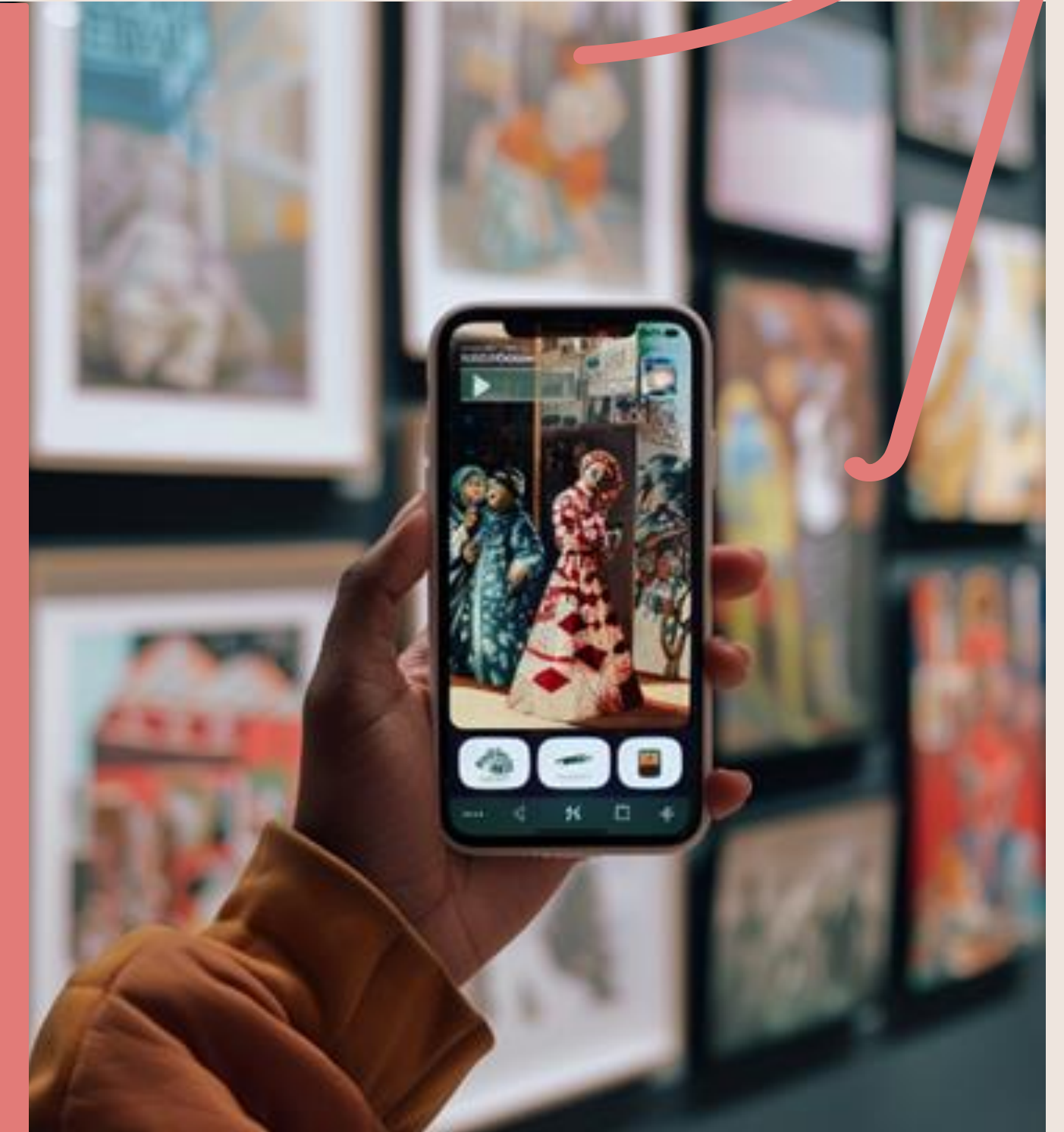


Social media (Cultural Insight)

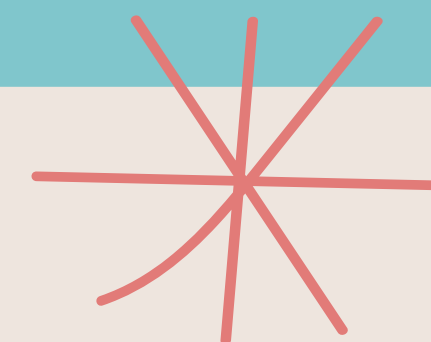
Snapchat has become a platform where users, particularly Gen Z, express their identities and connect with cultural trends. This technique revealed a key related insight:

‘Snapchat has a playful and creative nature that encourages self-expression aligned with current cultural movements.’

Which in turn led to the idea of creating ‘Culture Capsules’ of content themed around events, trends, and movements.



Top Tip - You can use the BREAKOUT tool to quickly assess how ‘springy’ an insight is. For example, building on the idea above we refined this to, ‘Art Capsules’ with interactive discussions, information about the artists, and the cultural contexts of their work. Nice!



Insight Twists

What? A technique that uses inner conflict and dissonance as the start point for creative thinking.

Why? Whenever there's inner conflict there's opportunity! We like to drink wine but worry about our health. We love overseas travel but worry about air pollution. We want our children to be independent but find it difficult to let go. It's human to err.

How? Review the insights and edit inputs to see if you can make the insight more, 'punchy'. You can also use the BREAKOUT tool to interrogate other conflict hypothesis you create. Keep a watch out for emotions such as anxiety, frustration and guilt as these are common symptoms of cognitive dissonance – here lies gold!

"The contradictions are what make human behaviour so maddening and yet so fascinating, all at the same time."

- Joan D. Vinge

Gym Membership

Going to the gym as a busy professional mum is full of insight twists. As this synthetic diary extract explains...

"Every day is a tug-of-war between the person I am at work, the mother I am at home, and the individual I try to be for myself. The gym represents a piece of me that I'm afraid to lose, yet I'm constantly questioning if it's worth the sacrifice of precious moments with my family."

It's easy to imagine loyalty campaigns, digital prompts and membership perks that could lead from this insight territory.

Top Tip - Sometimes we don't even know why we're 'twisted'! For example, here's an insight we missed but our Agent suggested about why travelers often feel disappointed by the modern airport experience: 'Travelers seeking authentic experiences may be disillusioned by the homogenization of air travel, where unique cultures are overshadowed by global brands and experiences.'



Target Segments

What? A technique that segments your target audience so you can focus your insight search.

Why? Segmentation has many benefits such as focussed understanding, strategic priority setting and creative inspiration. For instance, Dollar Shave Club identified a customer segment with concerns about pricey razors promoted with outlandish adverts. This was the creative start point for their campaign that mocks the competition and emphasises the ease and affordability of their disruptive subscription service.

How? Review the segments generated then use the BREAKOUT tool to mine deeper. Consider creative segmentation criteria such as attitudes, preferences and beliefs to try and reveal new ways to see customer types.

“Spice Girls’ is... woman power... an essence... a tribe.”

- Geri Halliwell

Modern Sports Cars

Creative segmentation can often reveal focused insights in even the most traditional sectors, such as this fascinating segment of customers searching for classic cars:

‘Eco-Focused Innovators - Environmentally conscious buyers who want a classic sports car without the carbon footprint. They are interested in electric or hybrid sports cars that don't compromise on performance. Brands can engage this segment with innovations in green technology, sustainability initiatives, and eco-friendly manufacturing practices.’

Top Tip - Stretch and sharpen your insights by selecting the BREAKOUT tool and asking BIG IDEAi to role play your customer. You can then conduct a research interview, asking anything you want. Note variations from what you would normally expect to hear as possible areas for new insight.



Insight Platforms

What? A technique that considers key insights and trends then proposes themes (platforms) for innovative solutions.

Why? If you're reviewing insights to identify innovation opportunities this tool helps by digesting key insights and proposing opportunity areas. For example, if you're exploring men's grooming this could include platforms such as 'SPORTS packaging', 'Celebrity ranges' & 'COLOR management'.

How? Review insight platforms and edit inputs to refresh or refine. Use the BREAKOUT tool to interrogate specific opportunity areas in more depth and/or jump to solutions.

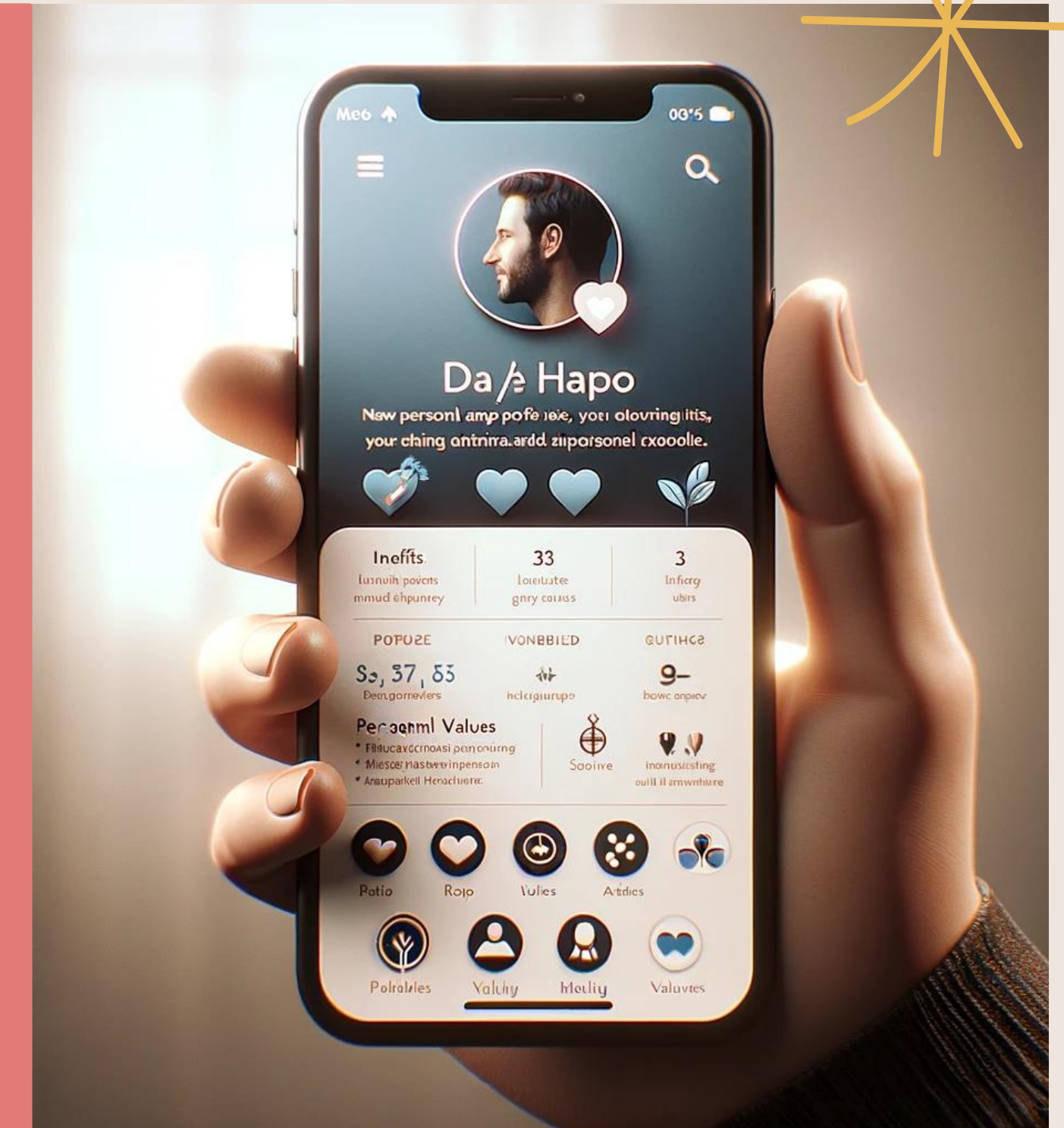
"What you see depends not only on what you look at, but also on where you look from."

- James Deacon

Dating Apps

Here are three example platforms generated for opportunities relating to next generation dating sites:

- **Voice-First Dating:** Focuses on voice-based interactions to enhance genuine connections and reduce biases.
- **Micro-Interaction Updates:** Allows users to share daily moments, fostering organic relationship building.
- **Real-Time Date Feedback:** Offers real-time feedback on dates to improve future interactions and matches.



Top Tip – You can easily test the 'springy-ness' of an insight platform by switching to idea generation. Simply ask BIG IDEAi to suggest 5 ideas in a breakout session. If the ideas seem interesting, keep digging!

World of Insight

What? A technique that opens up the search for insight and inspiration to the world.

Why? It's a BIG world out there and your insight will vary by circumstances, societal values and cultural norms. Healthy eating means completely different things to an Italian Matriarch vs. Japanese Careerman vs. Jamaican Fisherman. They are all valid start points to unlock new insights closer to home.

How? Review the insights from around the world and edit inputs to refresh or refine. Use the BREAKOUT tool to name a specific region to focus on or ask more detailed questions about different areas/cultures.

"We live in small worlds."

- Justin Timmer



Supermarket Family Meals

How can supermarkets help families spend quality time together? Italy offers great insight and inspiration as to how it can work...

'The Italian concept of "La Tavola" (the table) signifies more than just dining; it's about gathering family and friends for hours over a meal. This tradition, central to Italian culture, emphasizes sharing dishes like pasta, bread, and wine, symbolizing hospitality, warmth, and community bonding.'

So, promoting interesting meal events, shareable bowls, product bundles, and promotional offers may be a good start?



Top Tip - Deploy diversity as inspiration. For instance, the color of love is... Green in Japan. Purple in China. Red in Europe. What a colorful Valentines Day campaign!



Customer Journey

What? A technique that plots the rational and emotional journey of your customer to pinpoint insights

Why? Sometimes you've just got to take a walk in their shoes... By breaking an experience down into key steps, we can map the human experience, pain points and hidden insights in much clearer fashion. For instance, the Breast Cancer patient has very different needs at the onset of symptoms compared to the commencement of treatment to receiving follow up care.

How? Review the insights along the journey and use the BREAKOUT tool to zoom in to specific points of interest. Remember most journeys begin way before the point of departure...

"The journey of a thousand miles begins with one step."

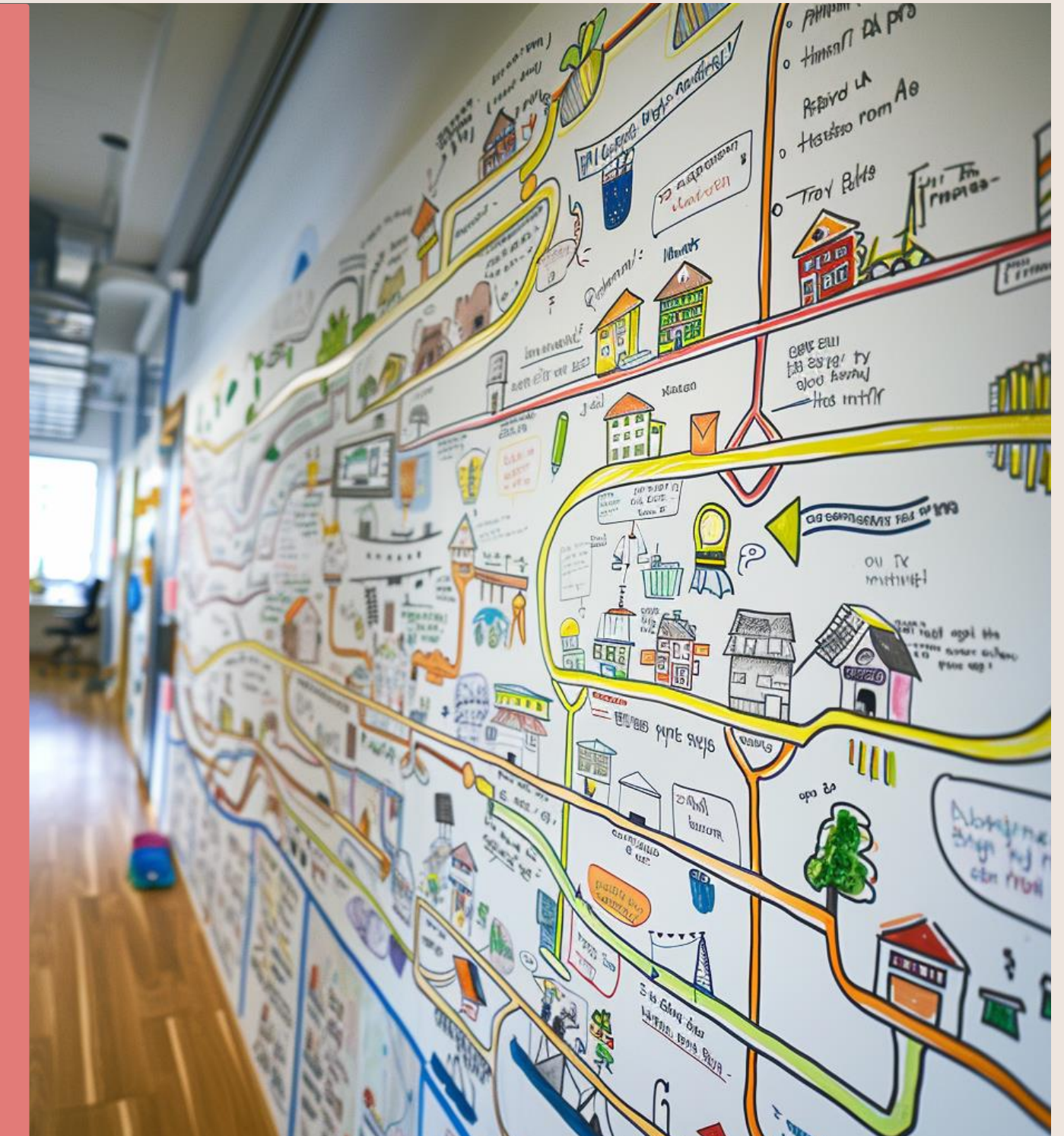
— Lao Tzu

Home Buyers

If you've ever bought a home, you'll know it can be an emotional rollercoaster. By breaking the journey down into key steps, we can better understand and resolve issues. Such as the 'Adjustment' stage:

'Here buyers adjust their expectations based on market realities. This adjustment can be difficult, especially if it means significantly altering their vision of their ideal home. The benefit is that the process of recalibrating expectations can lead to a deeper understanding of what is truly important.'

Top Tip - Expand your customer journey to reveal hidden opportunities. A classic retail example is parking. Supermarkets experiment with out of store parking options as they know this greatly influences perceptions of in-store convenience, quality and value.



Future Insight

What? A technique that uses time travel to help our understanding of today and tomorrow better.

Why? Life looks forward, research looks backwards. By considering predictions related to our area of interest the insights we reveal are more likely to be future proof. This may be easier than you think... Many areas of life such as energy, healthcare and education work on 10+ year time horizons. This allows us to predict what the future will be like and reveal insights to come, now.

How? Review the insight predictions for 2035 and use the BREAKOUT tool to search along a different time horizon.

"The best way to predict the future is to create it."

— Abraham Lincoln

Autonomous Cars

Automotive companies, like Tesla and Waymo, use predictions about advancements in AI, machine learning, and regulatory changes to develop autonomous vehicles today.

'Anticipating a future where self-driving cars dominate the roads, these companies invest in innovative technologies to future proof design, reduce accidents, and even inform how future cities are designed.'

Top Tip - Why not go on a trip to the future? Some of the companies we have worked with sent employees to visit competitors, suppliers and technology leaders that are working on 10+ year time horizons. Allowing them to foresee how the world will change in the coming years. Which future facing company or organisation could you visit? Research? Partner with?



Genius

What? A technique that allows you to search for insights from very different points of view.

Why? Because we see the world as we are, not as it is. We must strive for fresh, diverse perspectives and using different methodologies to reveal new insights. Such as Deductive reasoning (e.g. Sherlock Holmes) Empath superpowers (e.g. Michelle Obama). We all see things differently.

How? Refresh the insight genius to refresh your perspective. Use the BREAKOUT tool to work with a specific person that isn't listed.

"The real voyage of discovery consists not in seeking new landscapes, but in having new eyes."

— Marcel Proust

Motherhood

There's no manual for becoming a parent is a cliché for good reason. So, who is best placed to provide deeper insights into this life changing experience? BIG IDEAi suggests a rather impressive mother, sister and tennis player:

'Serena Williams is not just a tennis legend; she's also a mother who returned to professional tennis after giving birth, showcasing incredible resilience and dedication. Her journey through motherhood and her openness about the challenges she faced, both physically and emotionally, provide valuable insights into balancing professionalism and family life.'

Top Tip - In the movie 'Grand Canyon' Steve Martin turns to his friend and proclaims, "You haven't seen enough movies. All of life's riddles are answered in the movies.". It's a great line that reminds us to always consult the storytellers when considering human emotions, beliefs and behaviours.

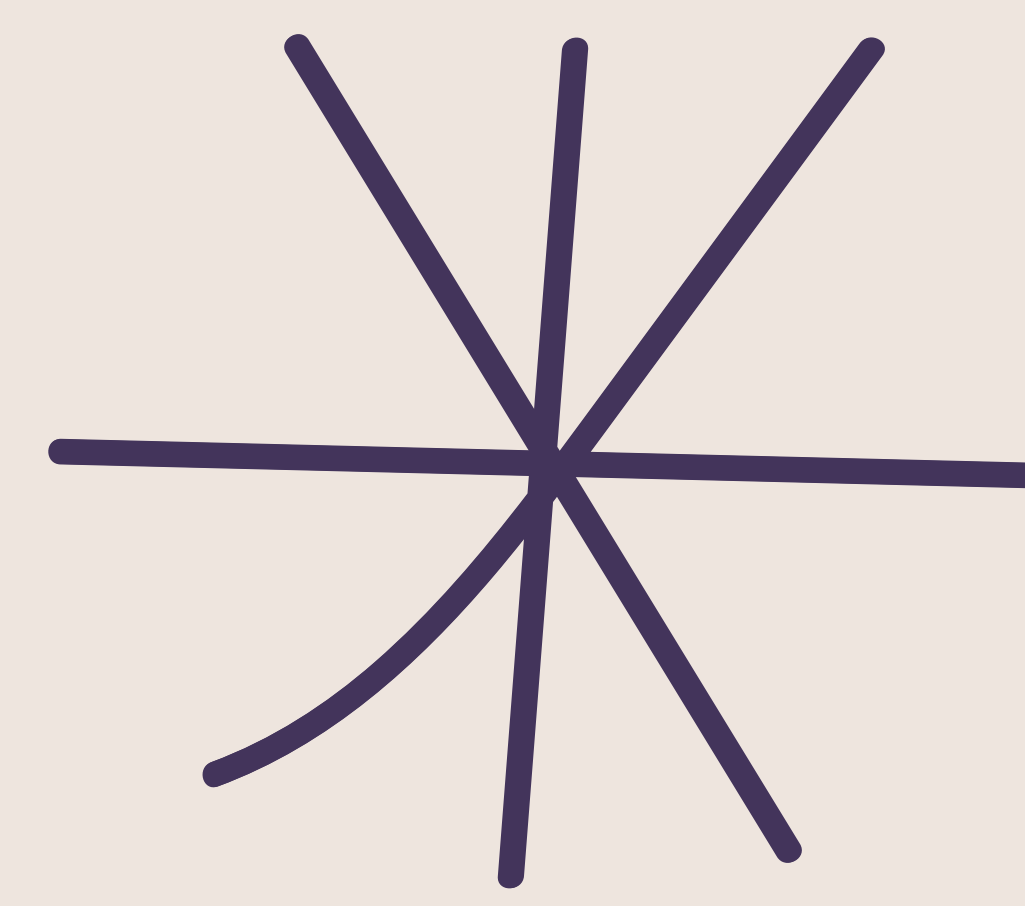
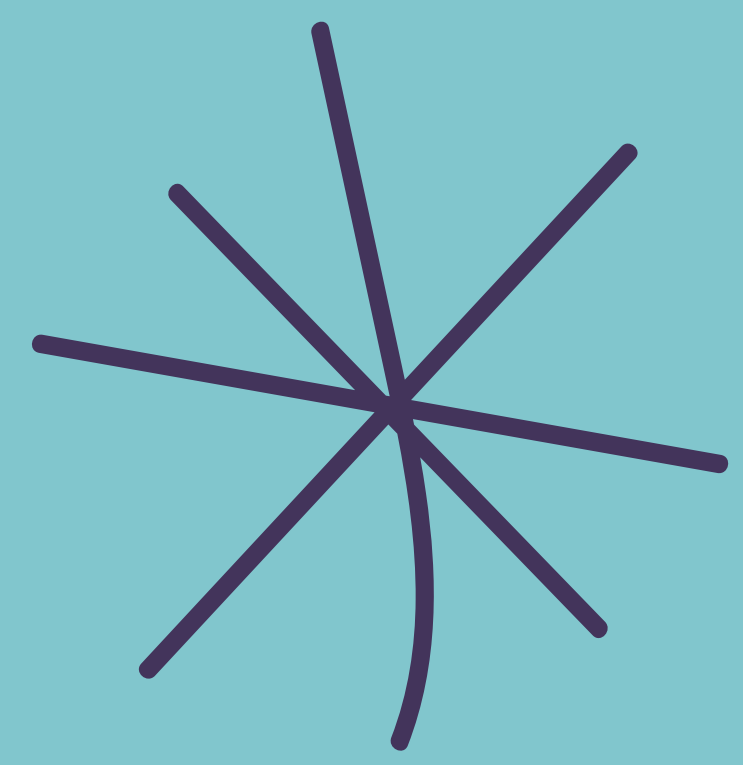




IDEA

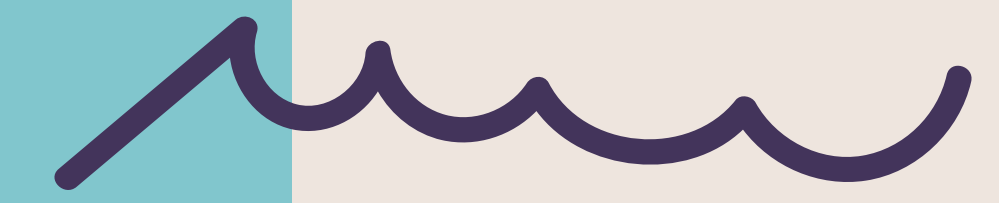
Tool checklist:

- NAME GAME
- RANDOMIZER
- CHALLENGER
- METAPHORIA
- GOOD/BAD
- WORDPLAY
- TRENDY
- ONE WISH
- GENIUS



“The more a tree is pruned, the better is the fruit”

- Alfred Bougeart



Name Game

What? A technique that uses name generation as a means to identify and explore bigger opportunities.

Why? Names are often great shortcuts... Netflix, Snapchat, Fitbit, GoPro, TrailFinders... every one of these names succinctly captures the essence of a much bigger product or service offer. Similarly, this technique allows you to reverse engineer conceptual ideas from simple name generation. Clever stuff.

How? Review the names and amend inputs to improve results. Remember, the name is just the start/clue to what could be a revolutionary bigger idea so you can also save and edit to add further notes if you prefer.

"A good brand name should tell a story and communicate the essence of your brand in a memorable way."

- Al Ries

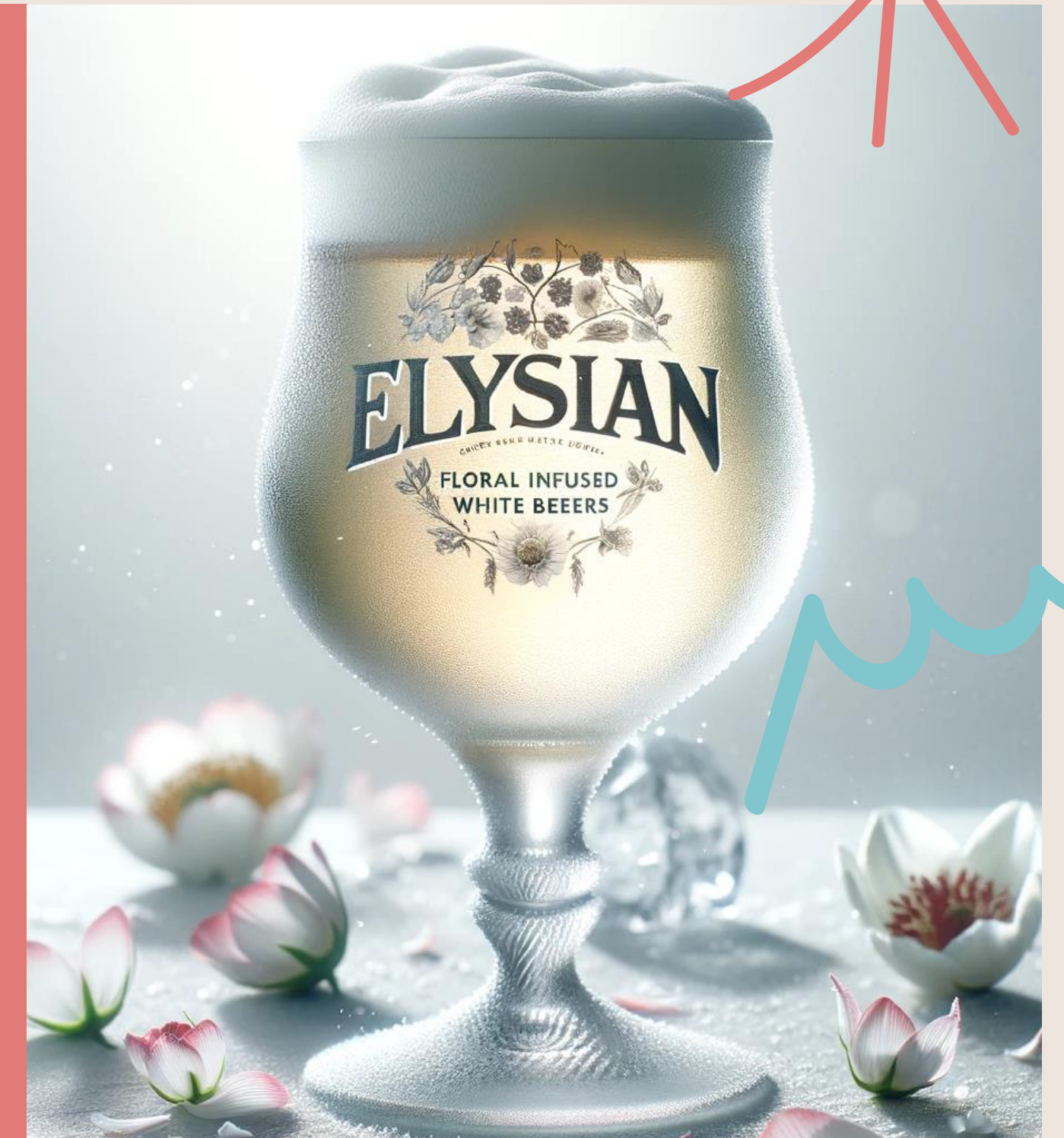
Lager La Femme

Could naming help us explore new lager propositions for sophisticated women drinkers? Combining elegance, uniqueness, and a touch of sophistication in both the branding and product experience? Here's what this technique generated:

Velvetine - Luxuriously smooth lager
Elysian - Floral infused white beers
Seraphina - Divinely Inspired lager
Vivante - Bold and vibrant drinks
Luna - Tall, dark and handsome lager

Some great start points for idea building!

Top Tip - Remember this involves 'art and science' so partner with BIG IDEAi to explore different naming options. This may include descriptors, acronyms, founders, places, invented words, myths, functions, emotions or simple abstraction.





Randomizer

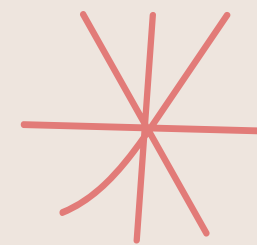
What? A curve ball technique! Using random word stimulus to force new directions in ideation.

Why? We all get stuck in ‘rivers of thinking’ so creative techniques that help us overcome familiar patterns are invaluable. The secret (as with all stimulus) is to focus only on what works, moving quickly until you find something that sparks interest. For example, consider how the idea of a brainstorm may evolve when combined with the following random words...
Brainstorm + Global / Brainstorm + Colorful / Brainstorm+ Natural. Very different experiences... get it?

How? This bit is easy... simply select the random words and go shopping for ideas! If something catches your eye then you can save, refine or breakout to expand more random options from nature, art, senses – well anywhere really...

“So much of life, it appears to me, is created by pure randomness.”

— Sidney Poitier



Male Fashion

What ideas might be created from forcing a random connection between a male fashion brand and the word WATER?

AquaTrail Outfitters - durable, eco-friendly outdoor gear designed to navigate the urban and natural wilderness.

RiverFlow Attire - sleek, fluid designs in casual and semi-formal wear for the urban man who values adaptability and grace in motion.

StreamLine Suits - meticulously crafted, tailored suits that balance strength with elegance, perfect for the professional seeking precision and sleek sophistication.

Very smart.



Top Tip - There are lots of fun ways to generate random words... dictionaries, fiction books, newspapers and even online generators. In our experience choosing words that appear fresh, unusual or contradictory are most productive.




Challenger

What? A technique to systematically challenge core assumptions that often limit ideation.

Why? By challenging prevailing assumptions associated with your idea such as design, service, distribution as well as more emotional, political and social aspects we shift into new space for ideation. Classic examples? Make customers do the work... IKEA. Make soft drinks healthy... Innocent Drinks. Make banking cool... Revolut.

How? Identify a few prevailing assumptions about the ideation space (that either you or the market have made) then ask the BIG IDEAi to challenge them. It's worth saying, this is one of the more sophisticated techniques so therefore requires a little more effort... BUT it is also one of the most productive. Gold In. Gold out.



“When you’re surrounded by people that share the same assumptions as you, you start to think that’s reality.”

— Emily Levine



Pizzas

Here's a delicious example for you!

Challenging assumptions about pizza to demonstrate the power of this technique...

Assumption – Pizzas are round

Idea – Jigsaw Pizzas, with different flavours


Assumption – Pizzas use tomato bases

Idea – Pesto Paradiso, using fresh basil bases

Assumption – Pizzas are Italian

Idea – Tandoori Pizza, with aromatic flavours

OK, now we're hungry...



Top Tip - Identify assumptions as your first step, consider product, packaging, service, delivery, price, channel, branding, partners. Look for assumptions that are accepted without challenge. It is often the basic assumptions that most limit our thinking (pizzas really don't have to be round!).

Metaphoria

What? Using more creative language to jumpstart meaning, emotion and ideation.

Why? It's easy to forget the power of a good metaphor to drive an idea forward. Examples are everywhere... Red Bull gives you wings. Budweiser is the King of Beers. Chevrolet is the heartbeat of America. Identifying a powerful metaphor can help you communicate your idea and set up endless new possibilities to explore.

How? Review the starting metaphors and edit inputs to refresh. Use the BREAKOUT tool to explore specific metaphors in detail.

"Metaphors have a way of holding the most truth in the least space."

— Orson Scott Card

Bank Loyalty

What new propositions might this technique identify for a bank loyalty scheme?

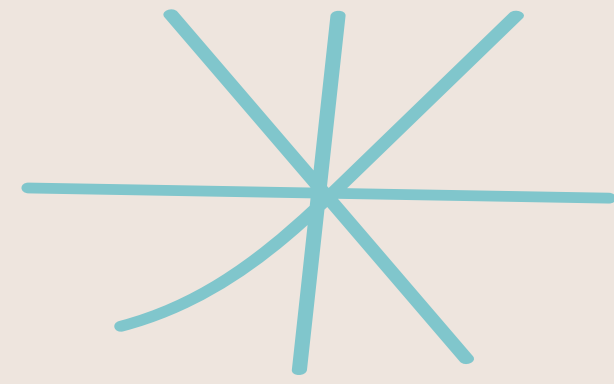
Anchor in the Financial Storm
Financial Garden
Treasure Map
Trusted Lighthouse
Financial Compass
Wealth Guardian

Our personal favourite was 'Financial Marriage'. This reframed loyalty as a relationship and led to ideas as diverse as personalised messages, anniversary celebrations and relationship counsellors!

Top Tip - Consider more creative sources of metaphors. Such as, nature, science, politics, mythology, astronomy, storytelling, art and classics etc.



Good/Bad



What? A technique that exaggerates good and bad features to reveal new opportunities.

Why? This technique explores the edges of our opportunity space. That's because many great businesses have proven 'the edge' to be a very profitable place to be. Some examples? Prada lives at the edge of high-end fashion. Ryanair lives at the edge of budget air travel. Patagonia lives at the edge of responsible consumerism.

How? Review starting insights and edit inputs to explore further. Use the BREAKOUT tool to explore specific extremes. Whilst the edge can feel a scary place to invent, it's often the last place others will follow.

"Find the good. It's all around you. Find it, showcase it and you'll start believing in it."

— Jesse Owens



Budget Airlines

Exaggerating good/bad features can be very productive, and very playful. For instance, what ideas might come from exaggerating the perceived bad features of budget airlines? This generated some rather outrageous ideas:

- Standing-Room Cabins*
- Pay-Per-Use Oxygen Masks*
- Runway Seat Selection*
- In-Flight Paid work*
- Mystery Flights*

OK most are nuts! But it also suggested, 'Overhead Bin Auctions' which feels very realistic to us.



Top Tip - Consider how others have exaggerated good/bad features as inspiration. A retailer looking to improve customer service could be inspired by ideas from a first-class airline experience, luxury car showroom or premium concierge service. Change the benchmark, change the idea.



Wordplay

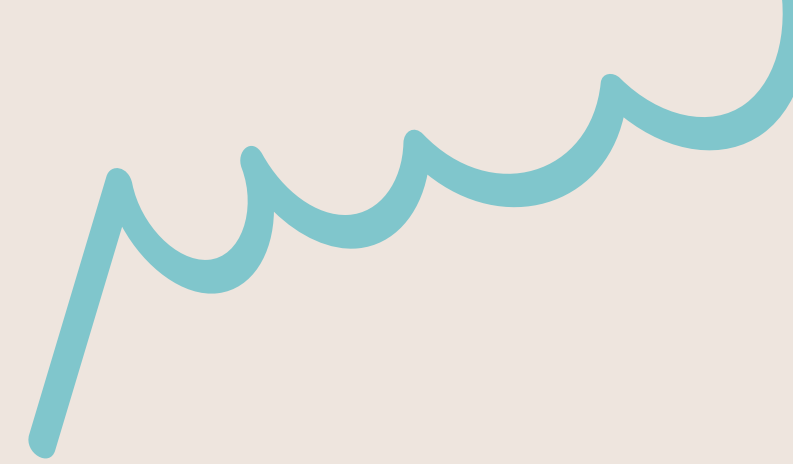
What? A technique to explore language springboards for new concepts/themes/ideas

Why? Words have power. Meaning they can be a power tool. Small variations can have massive implications for conceptual development. For example, assume you are inventing a new healthy yoghurt... the following related words to 'healthy' would result in very different ideation pathways... Organic / ProBiotic / LongLife / Local / Scientifically Proven... all possible, just very different.

How? Review the auto generated ideas then experiment with alternative key words to see how your concept evolves. This technique regards words are keys. Some keep you locked into familiar thinking patterns. Whilst others unlock new possibilities.

"No matter what anybody tells you, words and ideas can change the world."

-John Keating

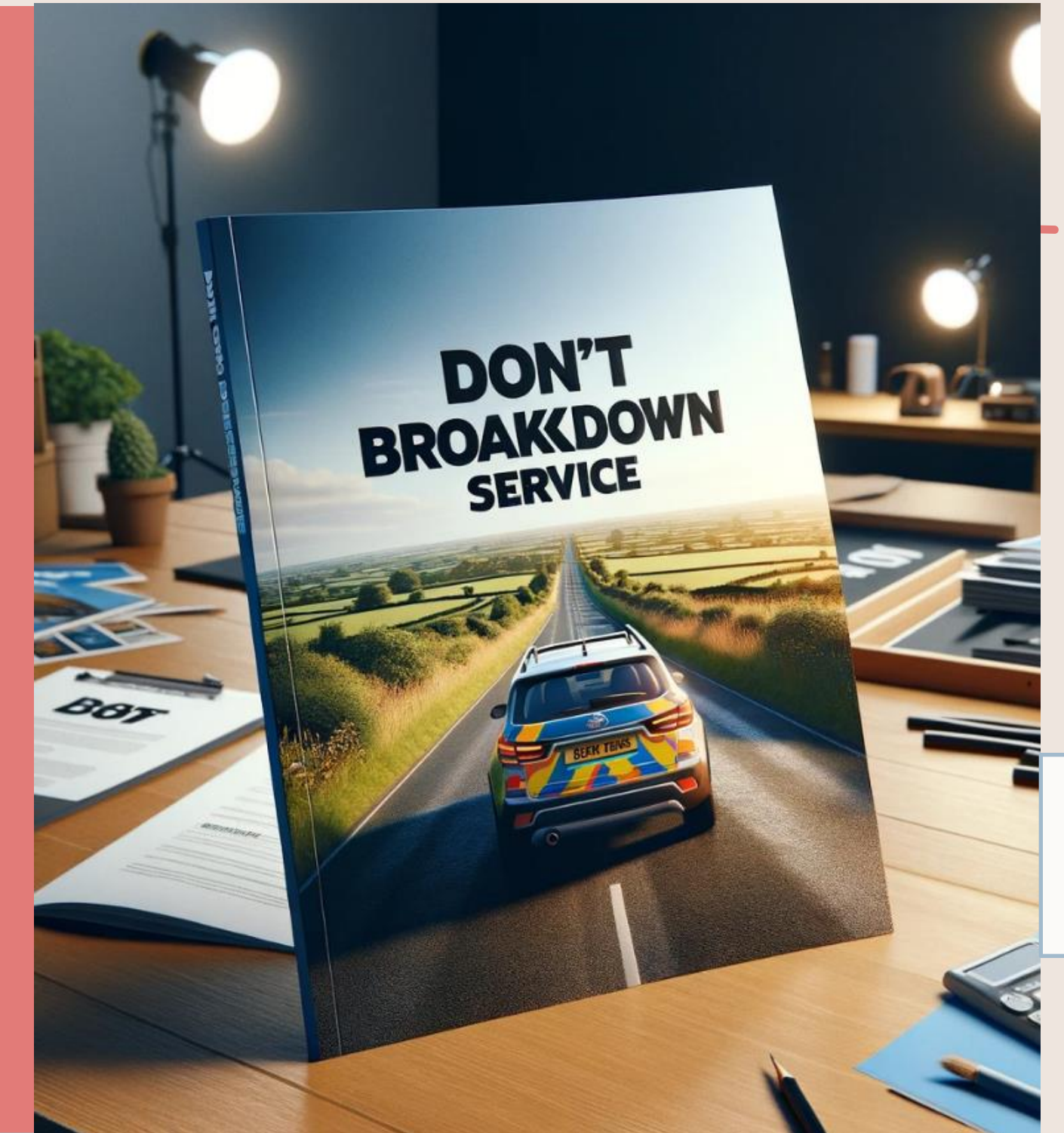


Car Rescue

Research shows that most people don't want to spending more money on the possibility of breaking down. So, we deployed Wordplay to open up new possibilities:

Instead of providing a breakdown service, let's provide a 'DON'T breakdown service'.

This small change created a more engaging proposition. But, more importantly, it allowed our client to provide preventative products and services such as maintenance, insurance and finance . That are all more profitable than car resue.



Top Tip - Start by identifying key themes. For example, if you're developing a wellbeing app you could explore words such as Vitality, Flourish, Wholeness, Prosperity, Thriving. Naturally, an app centred on Vitality would manifest very differently to one focussed on Prosperity.



Trendy

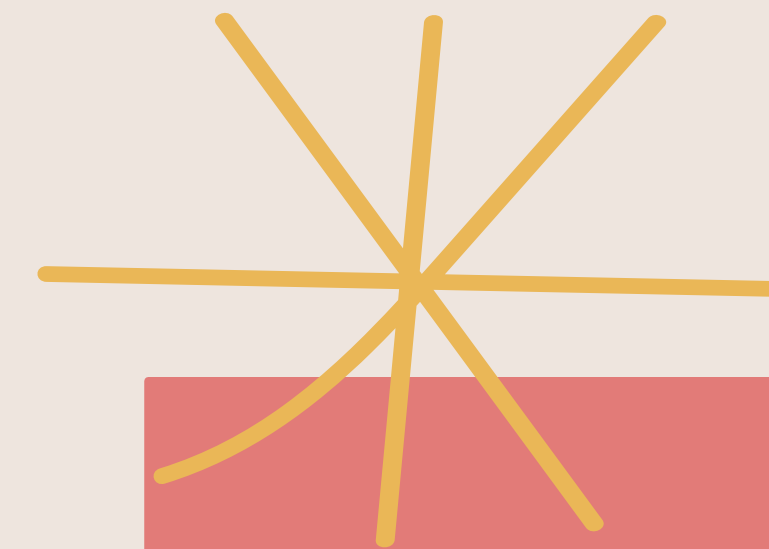
What? A technique that uses insights and ideas from key trends as a springboard for creation.

Why? Trends in technology, manufacturing, lifestyle and media can all inspire (or derail) a great idea. Online retail, mobile services and artificial intelligence are only a few that have upended entire industries in recent years. This technique allows you to explore how your insight combines with others to set up new possibilities.

How? Review starting ideas and edit inputs to explore further. Use the BREAKOUT tool to explore a specific trend insight you have in mind. Stay alert for white rabbits... sometimes, the 'Next BIG thing' is just a short-term fashion.

"The knock-out punch is always the one you never see coming."

— Aimee Mann

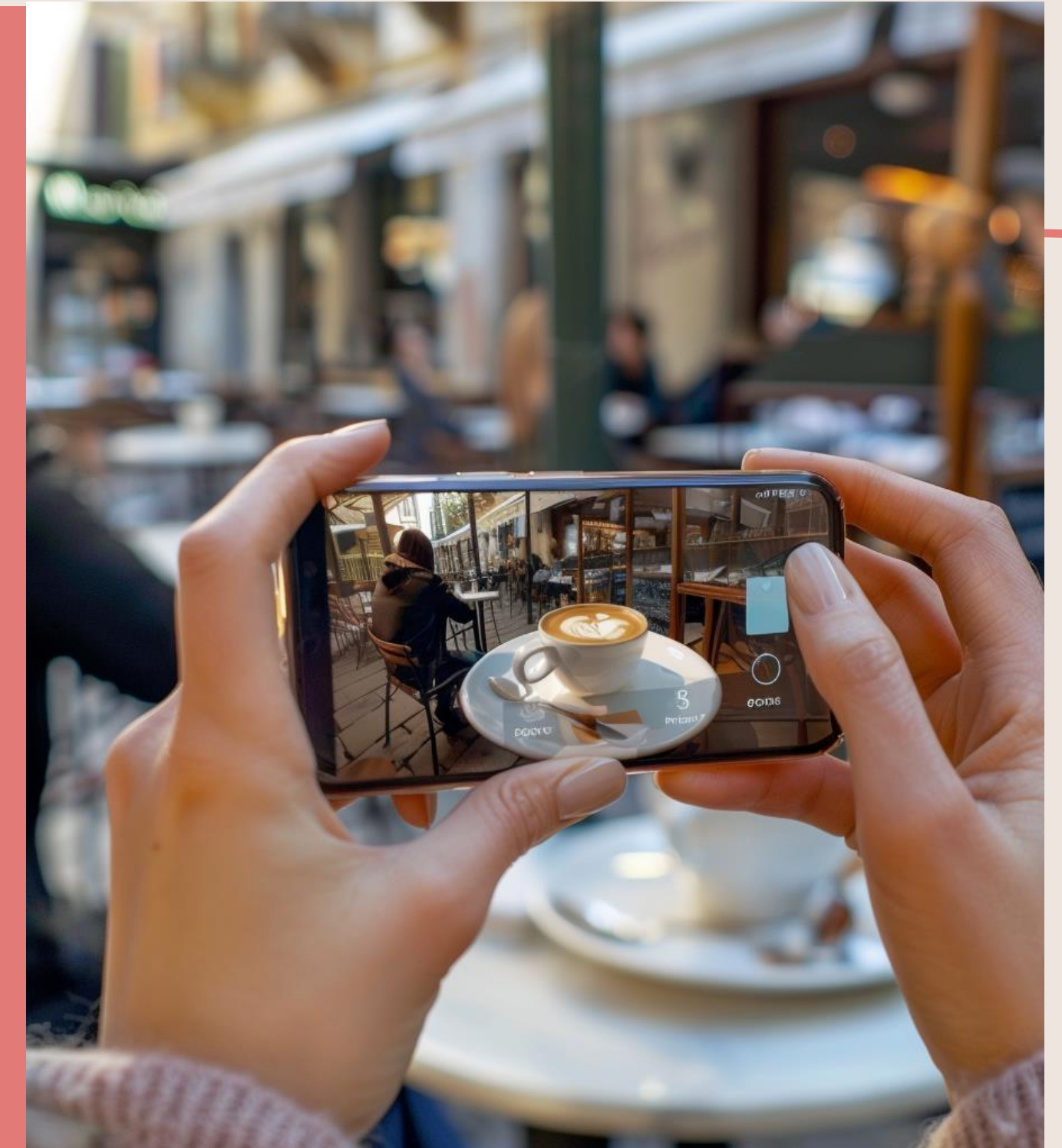


Learning a new language

Apps such as Duolingo have transformed language learning by making it fun, engaging, and accessible. User friendly interfaces and game-like elements encourage practice and improve efficacy,

Here's what might come next based upon related trends:

- AI-Personalized Learning Pathways***
- Immersive AR and VR Simulations***
- Voice Recognition Improvement***
- Blockchain Certifications of Proficiency***
- Social Learning with local peers***



Top Tip - Use the BREAKOUT tool to ask for specific themes or trends. For instance, city planner could ask BIG IDEAi to consider key technology trends impacting city design. In which case they'd consider, Smart Integration, Green Infrastructure, Autonomous Mobility and much more.



One Wish

What? A technique that teases out hopes and dreams then puts them to work for idea generation.

Why? For most people, it's easier to imagine future change without the constraints of the current reality. If I win the lottery I will.... If I live to 100 I might... If that house was more affordable, we would... This technique uses your wishes as a springboard for ideation, bypassing limiting beliefs along the way.

How? Simply enter your 'one wish; then review/build the ideas backwards towards reality to see what might be possible. Remember, the 'Art of Possibility' is based upon the belief that many limiting beliefs are 'real but untrue' (you may wish to read that again).

"You must be the change you wish to see in the world."

- Mahatma Gandhi

Plastic Free Oceans

Could the 'One Wish' technique suggest solutions for one of our greatest environmental challenges? Sure thing:

Scale autonomous drones and robots for ocean cleanup efforts.

Launch apps for tracking personal plastic use to raise awareness

Create global programs for companies to offset their plastic footprint.



Top Tip – My wish was to experience space flight. However, my DIY rocket project wasn't going very well... so, I wished backwards. First, I wished to train to be an astronaut (I'm 53). Next, I wished to be a space tourist (too costly). Finally, I wished to experience space using immersive VR technology. I did and it was amazing. Work backwards until you meet a wish you can do today.

Genius

What? A technique that provides an opportunity to virtually ideate with archetypal geniuses!

Why? Because two minds are better than one... our geniuses cover a wide spectrum thinking styles from the analytical genius (e.g. Ada Lovelace) to scientific creativity (e.g. Albert Einstein) to abstract art (e.g. Pablo Picasso). Stretching ideation in very different ways to generate very different ideas.

How? Simply select creative archetype and review ideas. If you see something interesting you can save, refine or breakout to explore more in that direction. Don't get stuck if some ideas are 'off piste', just keep seeking value and searching for the golden thread.

"I can do things you cannot, you can do things I cannot; together we can do great things."

–Mother Teresa

Pet Fashion

What ideas might a FASHION archetype (for example Coco-Chanel) inspire for a new pet clothing range?

Little Black Pet Dress: Timeless, chic design for stylish outings and pet parties.

Quilted Pet Carrier: Luxurious, quilted fabric carrier with gold-chain shoulder strap.

Chanel No. 5 Pet Perfume: Signature, pet-safe fragrance for an aura of pet sophistication.



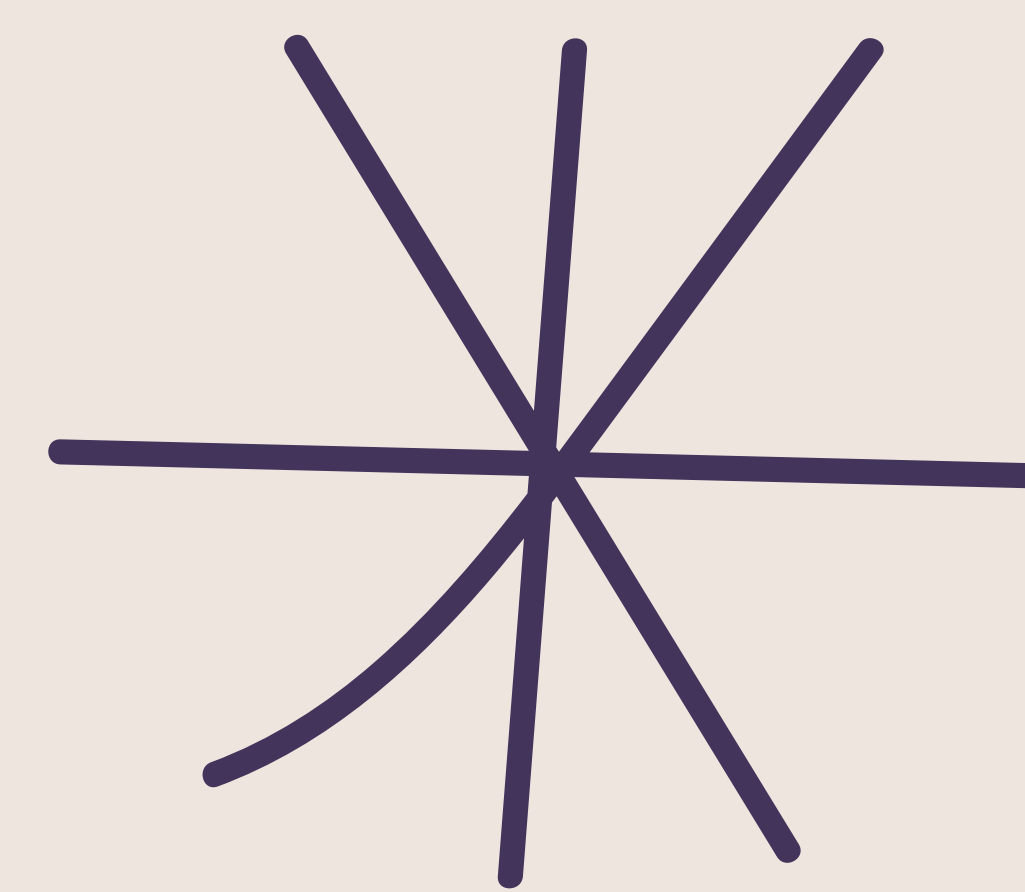
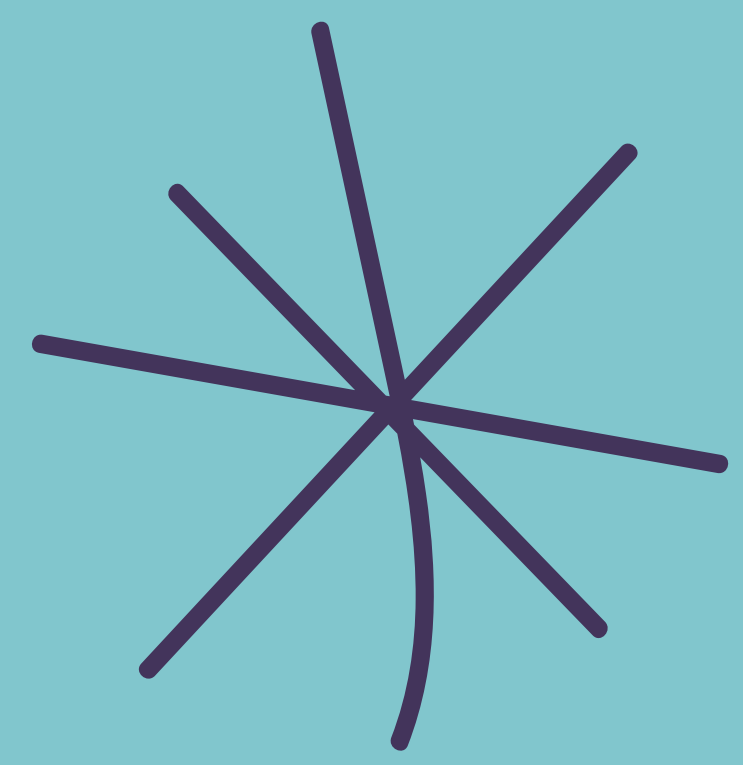
Top Tip – Put your Genius to work! Use Breakout to provide a second opinion, critique an idea, share their fears or propose another Genius to think with. You are no longer limited by your own imagination; you can use the imagination of others! Which is kind of trippy!



BIZ

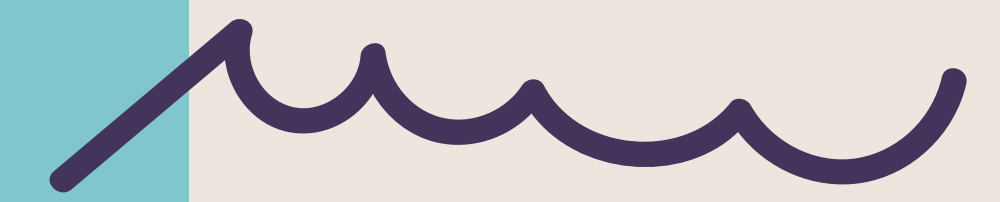
Tool checklist

- UNIQUE PROPOSITION
- CUSTOMER SEGMENTS
- ACTIVITIES
- REVENUE STREAMS
- PRICING
- CHANNELS
- PARTNERS
- COST STRUCTURE
- GENIUS



"I feel that luck is preparation meeting opportunity."

– Oprah Winfrey



Unique Value Proposition

What? A technique to sharpen differentiation and value.

Why? Ideation is a competitive sport. So, getting clear on what makes your idea/business unique and how it adds value is critical. Amazon leads with vast choice and fast delivery. Apple leads with design and closed ecosystem. Dyson leads with advanced technology and engineering. What sets you apart?

How? Review the options for your unique value proposition, save, edit or regenerate to keep refining.

"A product can be quickly outdated, but a successful brand is timeless."

- Stephen King (Author!)

Modern Banking

This technique identified a unique value proposition as a financial wellness coach for a new bank. Then we used BIG IDEAi to generate related ideas to bring this proposition to life. Including:

Free Financial Audits
Financial 1:1 Life Coaching
Dynamic Goal Setting by life stage
Predictive Alerts
Investment Simulators



Top Tip - You can safely try on new propositions using this technique. For example, many of the world's leading brands are differentiated by distinctive emotional propositions such as, Love (DeBeers) - Safety (Volvo) - Fairness (Toms shoes). Time to get emotional?!



Customer Segments

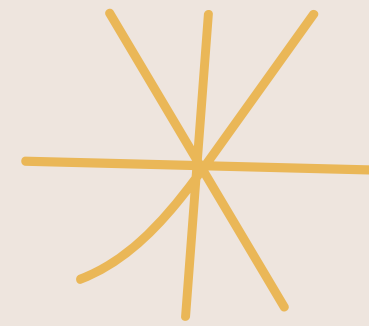
What? A technique to help you identify primary and secondary target markets for strategic prioritization.

Why? If your idea is for everyone, you've probably got more thinking to do... Prioritizing scarce resources and optimizing activities are only possible when you're clear on the customer you are targeting (and importantly not targeting).

How? Review the suggested segments and portraits generated. Save, edit or regenerate to keep refining. Remember to bring your target to life in creative ways. One retailer we know has placed life size cardboard cutouts of their primary target on seats in every meeting room to remind staff to focus on them with every decision taken. Genius.

"If you're trying to get into the sports business, you really have to find a niche."

- Phil Knight (Nike)



Art Museums

Could an Art Museum target psychographic segments based upon habits, desires and preferences? BIG IDEAi identified five potential segments:

'Cultural Enthusiasts, Casual Browsers, Art Scholars, Social Seekers, Family Trippers.'

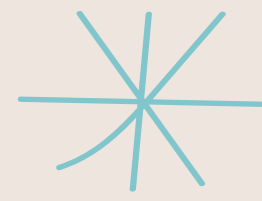
OK, so what activity might attract more Social Seekers?

'Art2Heart - Exclusive evening events blending art exhibitions with live music, cocktails, and interactive installations, targeting young adults seeking culture, entertainment and companionship.'



Top Tip – Experiment with customer segmentation to reveal new opportunities. Whilst working with a pensions provider we discovered a growing segment of the 'Boomer' generation that rejected the concept of retirement (which makes sense for the generation that gave us Glastonbury, Free Love and the Rolling Stones). It led to a more targeted proposition, that celebrated their freedom, appropriately branded 'Living Time'.

Activities



What? A technique to help you generate new product, service and promotional activities

Why? How your idea will manifest in the real world is limited only by imagination. Who could have imagined all those years ago that Richard Branson's little record company (founded on a canal boat) Virgin, would take its challenger proposition into areas as diverse as airlines, railways, financial services, healthcare, media and more. Where will your idea take you?

How? Review the suggested ideas and save, edit or regenerate to keep refining. Use the BREAKOUT tool to suggest how your idea could come to life in other specific ways. Franchise? Limited edition? Own label? Online? The options are endless...

"We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths."

- Walt Disney



Florists

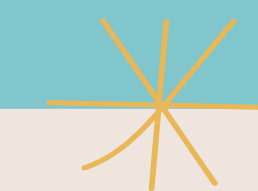
Apart from flowers... what additional activities could a florist offer to extend customer reach and revenue?

Eco-Friendly Plantable Cards
Virtual Floral Design Classes
Flower Subscription Services
Flower-themed Home Decor
Seasonal and Holiday Flower Boxes
Personalized Flower Delivery Experience
Edible Flowers and Herb Packs
Mobile Flower Truck

May your imagination flower and bloom!



Top Tip - Be inspired by others that have diversified their offer. For example, Uber doesn't just transport people, it connects us with food, parcels, medicines and pets. What other things could a similar service connect us with? Babysitters? Hairdressers? Office supplies? Legal advice?



Revenue Streams

What? A technique to stretch your thinking to consider additional complementary ways to monetise your idea.

Why? There's never been more ways to generate revenue than today's marketplace. From subscription services to licensing deals to dynamic pricing there's so many options. Your job is to optimise this critical aspect of business by identifying what customers will pay for, how they will pay and how they prefer to send you the money.

How? Review the ideas to create revenue streams, editing and refining options in context of the overall business model. Consider which options are relevant to which segments and how these will combine in harmony.

"There is no innovation and creativity without failure. Period."

- Brene Brown



Dating Apps

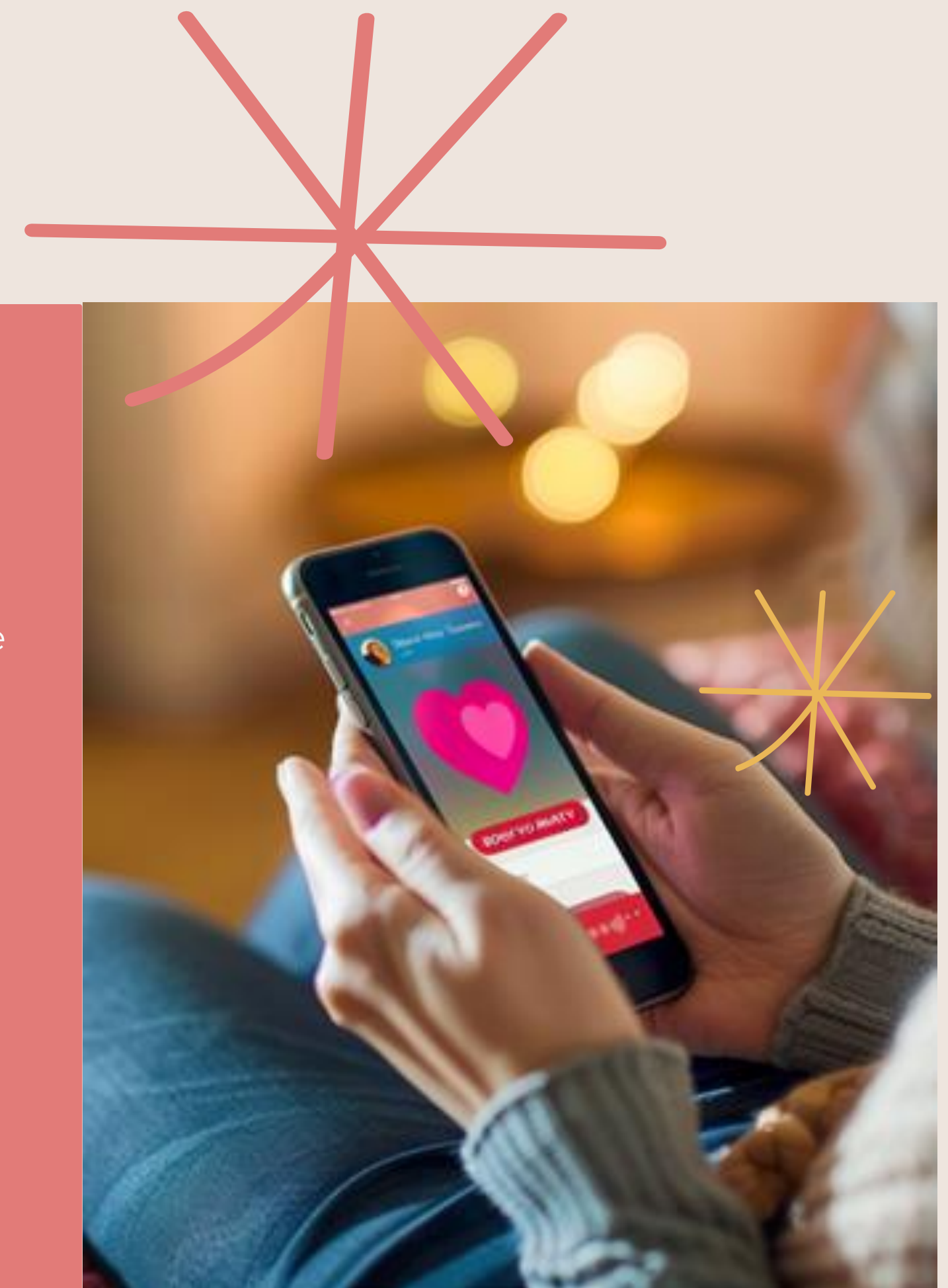
What other revenue streams might be available for a dating app? This technique proposed:

Premium Matchmaking Services
Hosting and Speed Dating Events
In-App Gift Purchases / Partnerships
Boost Features for profile and visibility
Relationship Coaching and Advice

As the Beatles sang, "All you need is love"

People sure spend money here..

Top Tip - Even basic products and services can benefit from thinking creatively about revenue. A dairy farmer had issues with noise pollution from a nearby airport. So, he converted the field into a taxi pick-up area that generated ten times more revenue so he could afford new fields further away.



Pricing

What? A technique to explore different pricing options for different segments.

Why? Pricing can significantly influence customer perception, value, and sales and in our experience one of the biggest factors in a business success or failure. It's the exchange rate of your goods and services and can also be a creative act... The band Radiohead used a Pay What You Want (PWYW) model for their album "In Rainbows" in 2007, generating significant media attention promoting paid for live shows whilst rebelling against the digital platforms.

How? Review the ideas for pricing, editing and refining options in context of the overall business model. Use the BREAKOUT tool to search for other pricing models in other industries. Remember, pricing is what you pay. Value is what you get

"Pricing is the only element in the marketing mix that produces revenue; the other elements produce costs."

— Phillip Kotler

Car Park

What pricing strategies might be available for an urban car park to optimise returns?

Dynamic Pricing by day/time
Subscription-Based Access
Tiered Pricing by Location
Reward-Based Pricing
Eco-Friendly Pricing
Pay what you feel

These may all be bundled with additional services such as cleaning, servicing, delivery, charging and more for more innovative pricing strategies.

Top Tip - Oscar Wilde wrote, 'A cynic is a man who knows the price of everything and the value of nothing'. It's a great quote that hints at price and value being subjective, dynamic and malleable. Slow down, explore and experiment with different pricing options to find the right one for your idea.



Channels



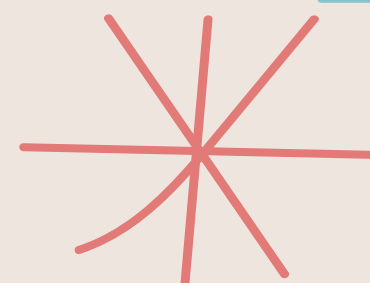
What? A technique that invites you to consider innovative routes to market.

Why? What do Marriot hotels, Virgin airlines, Kellogg's, Walmart and McDonalds all have in common? They are all key channels for selling movies and movie merchandise. Gone are the days when a movie's success was solely down to how many cinema tickets they sold. They know you must consider all direct, indirect and innovative channels to maximise your opportunity.

How? Review the ideas for channel distribution, refining options and using the BREAKOUT tool to explore more innovative channels. Let go of your pre-conceived ideas and consider what would happen to your ideas if you sold through Influencers, Pop up stores, Smart vending machines and Subscription Boxes to name but a few.

“Having a great idea for a product is important, but having a great idea for product distribution is more important.”

— Reid Hoffman



Medicines

Even tightly regulated sectors such as finance, alcohol and healthcare can be innovative with channels. Here are some that were proposed for pharmaceutical products:

Virtual Reality Pharmacies
Subscription Box Service
Mobile Health Clinics
Direct to Consumer
Direct from Influencer
Pop-Up Pharmacies

One of our clients used drones to deliver life-saving medicine to remote villages in Africa. Now, they are investigating remote 3D printing medicines.

Now that's creative thinking!



Top Tip - Only in Dubai can you find vending machines that dispense gold bars! But vending machines also sell Caviar, Cars, Flowers, Mobile phones and Art. Great examples of meeting customers when and where they have demand. What channel could you adapt/adopt?



Partners

What? A technique to identify critical partners for business success for your idea.

Why? Great partners lend credibility, expand possibilities, reduce risk and share costs. Establishing a dream team of partners can often be the difference between success and failure. Take the fact that a single car can have up to 30,000 individual parts sourced from around the world. How many more are required to design, build, distribute, sell and maintain each car?

How? Review the ideas for partnership, refining options and using the BREAKOUT tool to explore specific opportunities. Focus some time on the structures, tools and relationships that will make these partnerships a source of competitive advantage.

“Just one great partnership with the right person can have an incredible impact on your business success.”

– Janine Ogg and Jo Foster



Book Launch

Which partners does this technique propose for a history book launch?

Historical Museums
Historical Reenactment Societies
University Lecture Series
Collaborative Art Exhibition
Historical Walking Tour Partnership
Celebrities / Influencers
Characters brought back to life via AI

(The last idea started an hour-long debate!)



Top Tip - Imagine someone experiencing your product, service or idea. What are they doing? Seeing? Hearing? Consuming? This exercise explains some of the most profitable partnerships. Starbucks + Spotify. Nike + Apple. LEGO + Star Wars. Who would be your ideal partner?

Cost Structure

What? A technique to identify cost cutting or minimising strategies for your idea.

Why? Managing costs is critical to ensure sustainable success and there are myriad ways to track, manage and reduce costs. You should challenge your business model to minimise fixed, variable and discretionary costs without undermining value. Stay aware that some business models are more cost sensitive than others, for example budget airlines.

How? Review the ideas for innovative cost management, refining options and using the BREAKOUT tool to explore specific ideas. As motivation, remember, that every dollar you save is another dollar on the bottom line.

"Beware of little expenses.
A small leak will sink a great ship."

- Benjamin Franklin

Travel Agency

What cost cutting strategies might be generated for a modern travel agency?

Virtual Reality Experiences (not print)
Travel Packages (with cost/price benefits)
Remote Workforce (no retail presence)
Subscription-Based (spread costs)
Digital Chatbots (reduced human costs)
Peer-to-Peer Services (cut out middlemen)

The last idea delivering peer to peer holiday bundles with accommodation, activities, food, travel, guides etc. feels very exciting.

Top Tip – Think creatively about costs! The waste product of brewing beer is a food ingredient. Construction waste becomes aggregate. Waste paper becomes recycled packaging. Do you have an opportunity to reduce costs and generate revenue at the same time?



Genius



What? A technique that provides an opportunity to virtually ideate with archetypal business geniuses!

Why? Who doesn't want the best business brains to pitch in and shape their business idea?! Obviously, some geniuses may be more appropriate than others... but these archetypes offer different business model advice from direct distribution and minimalistic design through to sector leadership and outrageous publicity stunts.

How? Simply select a genius type and review ideas. If you see something interesting you can save, refine or BREAKOUT to ask different questions or ask any other expert you can think of to participate.

“The way to get started is to quit talking and begin doing.”

– Walt Disney



BIG IDEAi

How might a CREATIVE PR genius (such as Richard Branson) promote BIG IDEAi?

Zero-Gravity Brainstorming Session
Round-the-World Idea Pitches
AI vs. Billionaire Brainstorm Duel
Celebrity Entrepreneur Hackathon
Island Innovation Retreat
Virgin Galactic Space Pitch
World's Highest Brainstorm (Skydive)

Well, we don't own a desert island... but global hackathons sound fascinating!



Top Tip – This is an opportunity to ask any genius, anything, anytime! Ask BIG IDEAi to role play a genius then ask about business strategy, marketing plans, new activities, networking tips, innovation hotspots and so much more...

BIG IDEAi[®]



Thank you!

Check out our website for
more content:

www.BIGIDEAi.com

