



# YOUNG ENTREPRENEUR FOUNDATION

## Mind Mapping

### Exercise 2-2

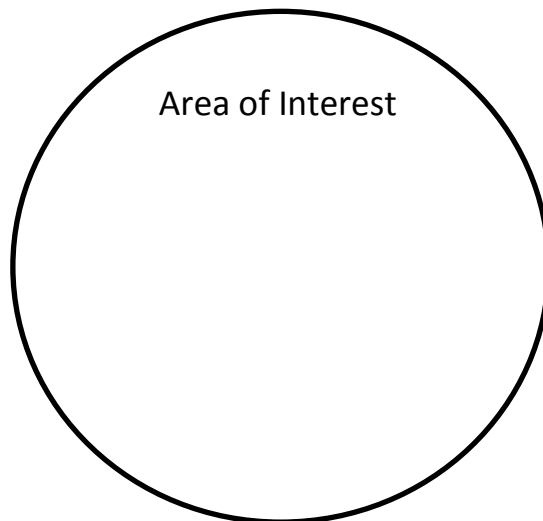
### Steps

Note: This exercise is *inspired by EUREKA! RANCH which used a mind mapping process to help Proctor & Gamble create the Swiffer®.*

1. **Brainstorm**
2. **Cluster**
3. **Develop Business Idea**
4. **Elevator Pitch**

Draw a circle in the middle of your paper. Write an area of interest in that circle.

1. **Brainstorm:** Around the circle, brainstorm every word that comes to mind about the topic.
2. **Cluster:** Cluster together groups of words that, in your mind, seem to go together (Min. 3, Max. 5 words).





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3. **Develop Business Idea:** On a new piece of paper, write your favorite word cluster in the middle. At each corner of the page, write a different business or product idea inspired by the cluster.

RESULTING  
PRODUCT/SERVICE

YOUR FAVORITE "CLUSTERS"/ WORDS/  
CONCEPTS

\*

\*

\*

\*

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RESULTING  
PRODUCT/SERVICE

RESULTING  
PRODUCT/SERVICE

RESULTING  
PRODUCT/SERVICE



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#### 4. Elevator Pitch Development

Choose your favorite product/service idea and fill out the following. After this step, practice (mentally) so that you can give an “elevator pitch” which means a compelling, 20 second to 60 minute description of your product or service.

- **Description**
- **Target Audience**
- **Need met through product or service**
- **Competitive Advantage**