



Activity: Combo Chatter

Generate as many creative ideas as possible!

Assume a manufacturer of coffee cups wants to design a new coffee cup. They might list “things involving coffee cups” and “things involving people who drink coffee,” as show below.

Coffee Cups

Handles
Hot
Logos
Breakable
Spills

People

Tense
Addicted
Cream and sugar
Grind beans
Carry Cups

After examining different combinations, they might generate the following types of ideas.

- Squeezable handles to relieve tension (from handles / tense)
- Squeezable handles that inject cream or sugar (from handles / cream and sugar)
- Insulated coffee cups (from hot / carry cups)
- Cups that break down into small pieces for easy carrying (from breakable / carry cups)

Now it's your turn!

Learn how to use the activities to generate ideas.

Email womingost@gmail.com to share your experience!

Wyoming Young Entrepreneur Pitch Challenge Handy References

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Have questions? Call us at 307.335.9922!

This activity has been adapted from “101 Activities that Teach Creativity and Problem Solving” by Arthur VanGundy.