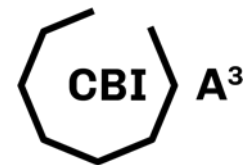
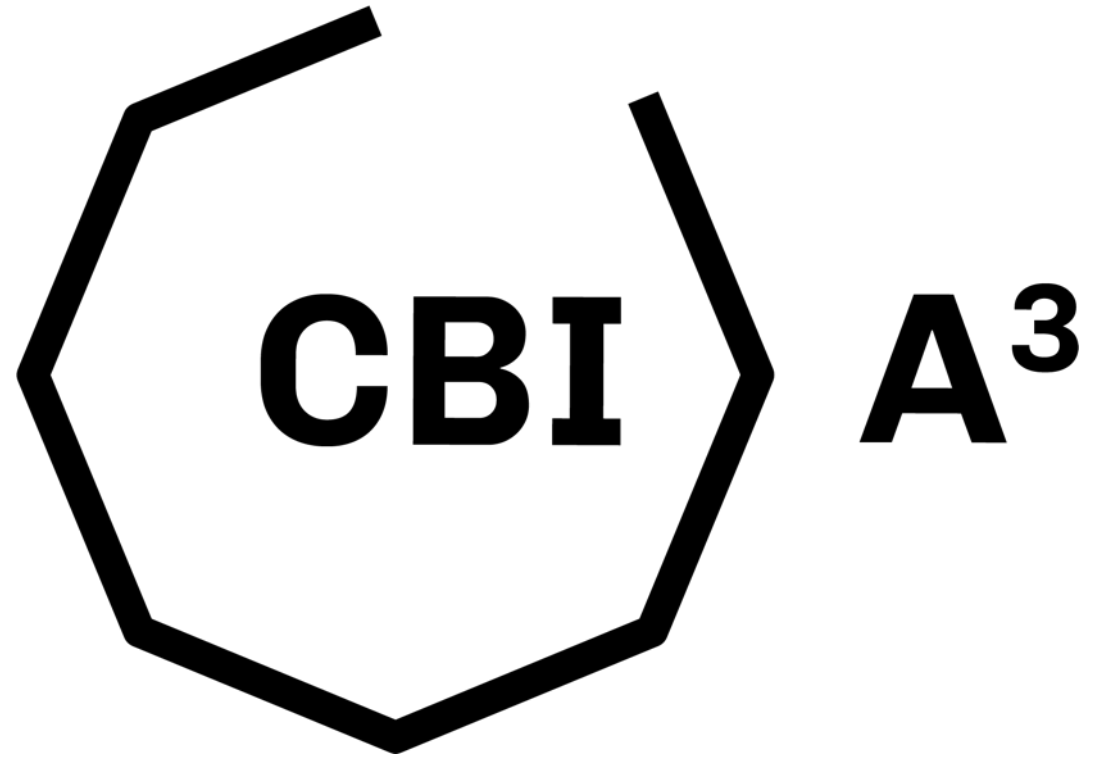


**Ideating with
ATTRACT TECH**





Purpose

Use your understanding of the ATTRACT technology to generate ideas...

Expand deep tech perspective

Create some idea napkins...



Ideating

With Attract

1. Select a Attract technology. Get your head into the tech. What can it do? *(5 mins)*

2. Ideas: how might the technology can be used in the domains to benefit society *(15 mins)*

3. Map: categorize your ideas and choose a promising one *(5 mins)*

4. Prototype: prototype your chosen idea *(10 mins)*

5. Pitch: present your idea *(1 min presentation, 1 min feedback)*

6. Idea Napkin: document your idea *(5 mins)*

1. Select

Select one Attract technology and get your head into the functions and domains.

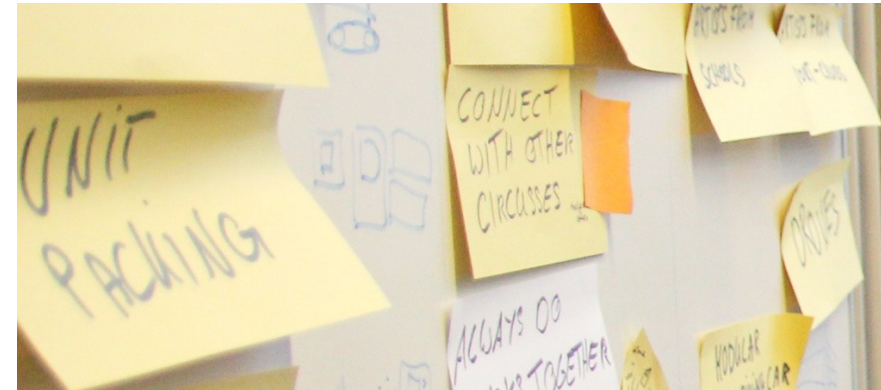


2. Ideate

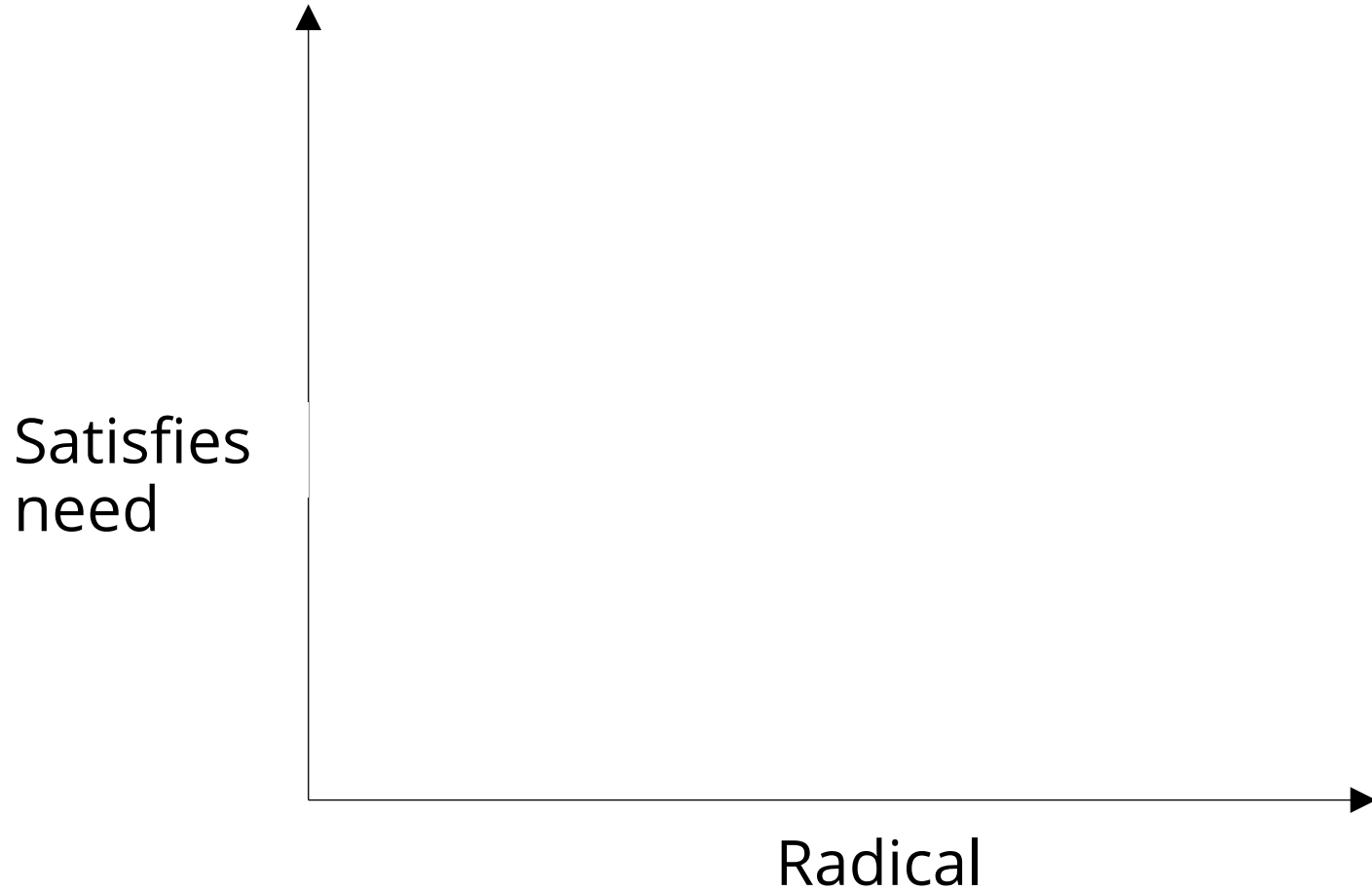
How might the technology can be used in the domains to benefit society?

1. Ideate individually (5 mins)

2. Share back in your teams and built on each other's ideas (10 mins)



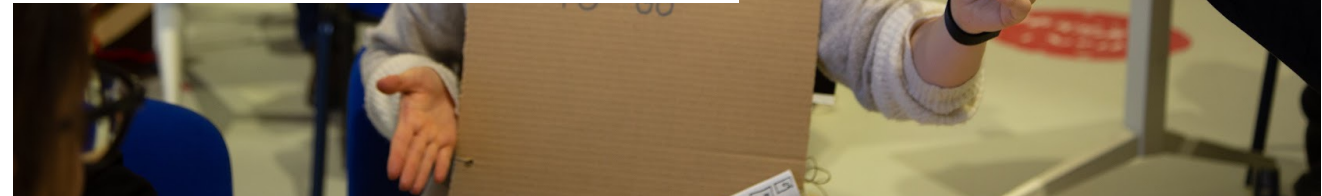
3. Map, evaluate and select a promising idea



4. Prototype

****hands-on***

Create a low fidelity prototype for this idea (10 min)



5. Pitch & feedback

1 min pitch & 1 min feedback

Rose...

(positives)

Thorn...

(negatives)

Bud...

(potentials)

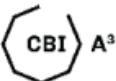


6. Idea napkin

Fill out your napkin (~5 min) for your idea



IDEA NAPKIN:

← Name your idea here! 

Describe your idea in one sentence:

• Visualise your idea. Draw it, map it, diagram it. What are the different components or aspects of the idea?
• Show the idea in context. Sketch how your idea solves the defined issue/problem.

How does the idea work in more detail? What issue does your idea solve?

What are the benefits to the user and other stakeholders?

What is the point of difference?

CREATORS: _____
Who was the super awesome creator of this idea?!

