

# IDEA DEVELOPMENT

## CHECK LIST

New food and beverage product ideas can come to you at any time and from anywhere. There is no lack of ideas or opportunity, rather a lack of people with skills and knowledge to develop them from idea to market success. The first requirement is to open your mind to new ideas and concepts, leave behind old limiting beliefs, and pause to observe the world around you. **(Tip: Be prepared to capture your ideas in a journal or on your smartphone so they don't get lost.)** This check list will help you step outside of your comfort zone, take new perspectives to uncover and explore the new possibilities and ideas that others may have missed or overlooked.

	I am constantly scouting (on the look-out) for new opportunity and ideas that potentially could add or create new value for the customer.
	I keep an idea journal; a list of all the new ideas and innovation concepts I come up with and find of interest.
	I don't judge ideas, concepts or inspirations in the collection phase. I right them all down as every idea may have hidden potential or create exciting new and unanticipated synergy. The bigger the idea list you start out with, the more possibilities you will discover.
	I am constantly watching, reading and exploring different media channels to get new perspectives. This includes but is not limited to watching new TV shows, different theme channels, magazines, books, blogs, YouTube videos, etc. for new inspiration.
	I use social media to monitor trends, fads and identify the needs and wants of different segments and cohorts of society. (Seniors, Boomers, Millennials, etc.)
	I am learning how to ask better questions and then patiently wait for the answers to unfold.
	I practice listening closer to what people are saying, so I can better understand what they need and to identify the unique problems they want someone to solve for them.
	I often will brainstorm with a group to help expand my idea generation efforts and increase the pool of potential ideas for new products.
	I am feeling more creative and am surprised at how many new opportunities I have discovered and logged in my journal by taking new perspectives.
	I look at existing items and ask; how could I improve this product and make it better for the customer?
	I have compiled a large list of potential new products ideas and am now ready to screen and assess them to discover the best opportunities for my business.