

FOUNDERS WEEKEND — WORKSHOP 1

Idea Generation.

YOUR FOCUS

In This Session.

You have ninety minutes to explore everything you could work on, then narrow it down to one choice.



Go wide

Start by exploring every area you could possibly work on.



Narrow it down

Pick the strongest few and test them on a neighbor.



One idea

You finish committed to exactly one, at least for now.

The Grid.

SEVEN QUESTIONS TO FIND YOUR TOPIC

- 01 What are you into right now?
 - 02 What do you do in your free time?
 - 03 What do you watch or read about?
 - 04 What annoys you or feels broken?
 - 05 What does you spend money on?
 - 06 What are you good at or known for?
 - 07 What do your parents do for work?
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FIVE BUSINESS SHAPES



Product

Something you make and sell



Service

Something you do for people



App

An app or a website



Experience

A class, a camp or a show



Shop

Reselling or running a stand

GO WIDE, THEN COMMIT

Generate. Pick. Pitch. **Commit.**

01

Generate twenty to fifty ideas.

Volume is the point, so don't judge them yet.

02

Pick your best three.

Go with instinct rather than analysis.

03

Pitch a neighbour.

Say it out loud and see what lands.

04

Commit to one.

There are no rules about which one you pick.

If you already had an idea before today, you can still choose it — but work through the exercise first in case something better turns up.

YOUR FOCUS

Pick. Commit. Go.

Do This Now

- Start the idea section in the app
- Grab a mentor for help — they're floating the room
- Start pitching your new friends when you're ready

Bonus (Optional)

If you've got a belief most people in your niche would disagree with, write it down as your **spiky POV** — you'll sharpen it all weekend.

No hot take yet? Totally fine. It's optional.

YOUR PITCH

Pitch Your Best Idea.

Share your chosen idea with the group in about a minute, covering three things.



The idea and shape

What it is, and which of the five shapes it takes.



The problem it solves

Which need it addresses, and for whom exactly.



Looking for teammates

Say so if you're open to someone joining you.

Choose Your One Idea.

DO THIS NOW

01 **Work through the grid.**

Run each of the seven questions through the five shapes.

02 **Aim for twenty to fifty ideas.**

Volume matters more than quality, so keep the weak ones.

03 **Circle your best three.**

Go with instinct; you don't have to justify the choice.

04 **Commit to one of them.**

Write it into the Idea section of the app before 8:00.

THE SEVEN QUESTIONS

What are you into right now?

What annoys you?

What do you do in free time?

What do you spend money on?

What do you watch or read?

What are you good at?

What do your parents do?

Five shapes: product, service, app, experience, shop.

IF YOU'RE STUCK

Nothing is coming → Start with what annoys you, which unblocks most people.

Everything is an app → Take one interest and try it as all five shapes.

You can't choose → Committing tonight doesn't stop you pivoting tomorrow.

Done when

You've chosen one idea and can pitch it for a minute without notes.