

# Lego Exercise



Nurturing Creativity

# Task: Create the most profitable business

- Make a Lego structure designed to help people organize their cluttered, busy lives.
- Create a tagline, elevator pitch / marketing message for it
- Present to the group your new thing
- Be the most profitable business (spend the least resources)

# Time: 20 minutes total from ideation

- Planning time allocation: free (5 minutes)
- Ideation: 1 minute = \$15
- Strategy: 1 minute = \$40
- Construction: 1 minute = \$70
- Bricks: \$5 each

# Rules:

- The idea / concept has to be approved by the market: the other team has to agree that the structure / business solves the problem it is created to solve (to help people organize their cluttered, busy lives)
- Delegated treasurer: tracks time for each step, calculates total cost
- The most profitable business wins!