

FACILITATOR



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YOUR ROLE:

- Moderate the discussion and involve all team members.
- Help the team stay focused and follow the plan.
- Present the final business idea.
- Support the team and maintain a good atmosphere.

YOU CAN ASK:

Who can add to this idea or offer another perspective?
We have just a few minutes left—what still needs to be finished?
Can someone briefly sum up where we are now?

CRAZY IDEA MAKER



CRAZY IDEA MAKER

YOUR ROLE:

- Follow the approach: “no idea is too crazy.”
- Come up with unconventional and surprising ideas that spark creativity.
- Encourage the team to try look at things from a different angle.

YOU CAN ASK:

What if we looked at this completely differently?
This might sound crazy, but what if we...?
Has anyone thought about it from another perspective?

DEVIL'S ADVOCATE



DEVIL'S ADVOCATE

YOUR ROLE:

- Continuously question and challenge ideas.
- Look for weak points, risks, and uncertainties.
- Help the team think critically and have a plan B.

YOU CAN ASK:

What could go wrong—and how do we prevent it?
What are the three weakest points of our idea?
How would someone opposed to this see it—what would they criticize?

STRATEGIST



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YOUR ROLE:

- Think about how the business idea can grow and improve in the future.
- Consider sustainability, possible risks, and new opportunities.

YOU CAN ASK:

How can we manage this idea in the long term?
How might this problem or solution change over time?
Will it still work in five years?

BUSINESS GURU



BUSINESS GURU

YOUR ROLE:

- Make sure the business idea is financially feasible.
- Suggest possible sources of funding or income.

YOU CAN ASK:

What are the main costs of this business idea?
How can we raise money for it?
Who would pay for it—and why?

ENTHUSIAST



ENTHUSIAST

YOUR ROLE:

- Support ideas and encourage the team.
- Highlight the strengths of each solution.
- Help maintain energy and good spirits in the team.

YOU CAN ASK:

What's the best thing about this idea?
How can we turn this challenge into an opportunity?
What will our success look like?