"Creativity is just connecting things"

- Steve Jobs
On June 2, 2003, Stephenie Myer had a dream ...

Total Franchise Sales*

$5,736,100,000

* As at November 2012 - http://www.statisticbrain.com/total-twilight-franchise-sales-revenue/
Sandpit process

FOCUS

Generate Ideas → Identify core Concepts → Generate new ideas with similar Concepts → Select best ideas

UNSW

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focus
CRC Low Carbon Living - Focus statement

Creative ideas for skills development, and potential experiential learning opportunities, to help accelerate CRC-LCL HDR student’s careers

Sandpit process

FOCUS

Generate Ideas

10mins
CRC Low Carbon Living - Focus statement

Creative ideas for skills development, and potential experiential learning opportunities, to help accelerate CRC-LCL HDR student’s careers

Sandpit process

FOCUS

Generate Ideas

Identify core Concepts

Concept
“Concepts are the genes of ideas”

Concept Extraction

- Task: Empty water out of the glass. Can’t damage glass or move it

- Idea: Use a straw and suck out the water
  Concept: “lifting the water out”

- Idea: Drop stones in
  Concept: “Displacement”

- Idea: “Boil” the water out
  Concept: “Giving energy to the water”

After Edward de Bono
Sandpit process

FOCUS

Generate Ideas

Identify core Concepts

Generate new ideas with similar Concepts

Sandpit process

FOCUS

Generate Ideas

Identify core Concepts

Generate new ideas with similar Concepts

Select best ideas
Contact details

Dr Steve Brodie
Open Innovation Manager
UNSW Innovations, UNSW Australia

s.brodie@unsw.edu.au

CRC Low Carbon Living - Focus statement

Which skills or experiences would best help launch and accelerate a CRC-LCL HDR students career?