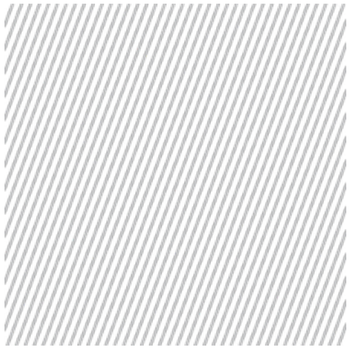
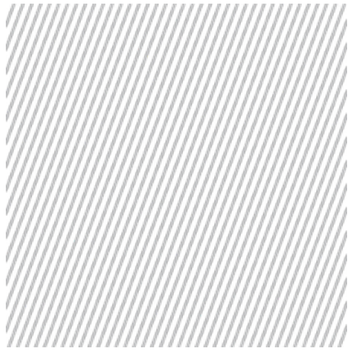
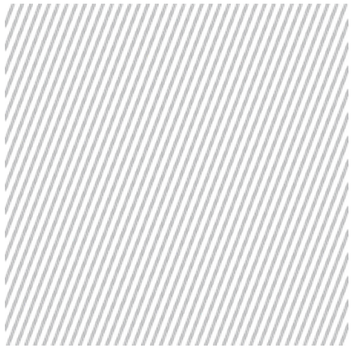
Analogy thinking

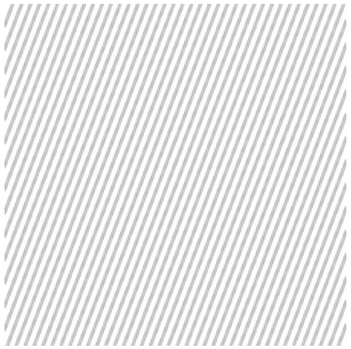
Team

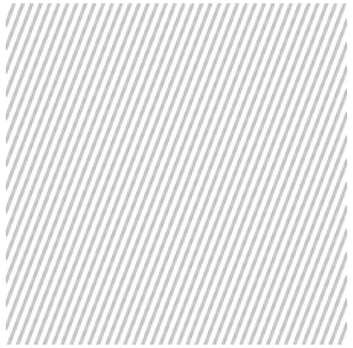


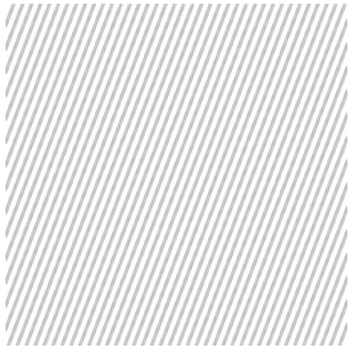


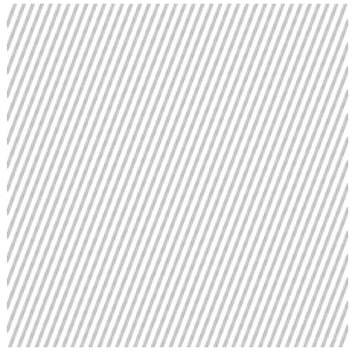


1 Case
Write down the name of the company

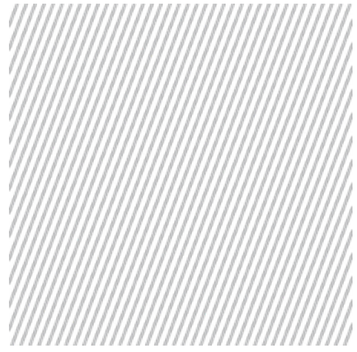


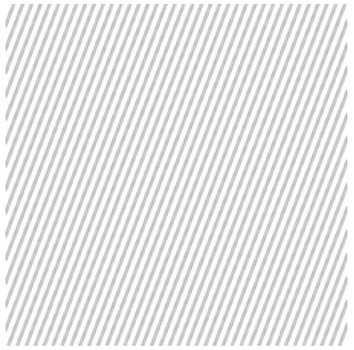


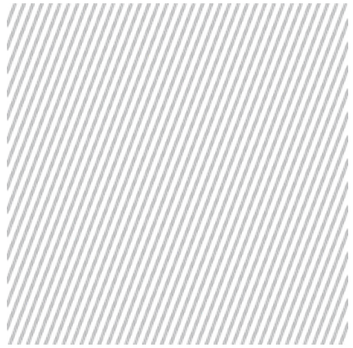


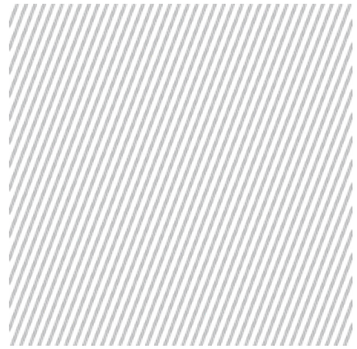


2 Company
Write down the name of the company









board of innovation

About this tool
Step 1: Read the case. What do you like about this case? Use post-its to write down all remarkable insights from this startup. Stick all post-its on this sheet.

Step 2: Use the inspiration of the left part and come up with new product or service ideas for your company. Can you copy a learning to your own business?

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