

Bug List

A Bug List (from Adams, Conceptual Blockbusting: A Guide to Better Ideas, 1987) is a continually growing list of things that bother or bug you or others throughout the day or things that could make life just a bit easier. You should associate things on the Bug List with items or situations, not with other people. For example, It bugs me how toothbrushes always have crusty toothpaste residue on it.

Throughout the next few days, write down every problem, annoyance, or need you see or have. This will be your brainstorming area for potential businesses, so don't focus on finding a solution, focus, instead, on finding problems to solve.

PROBLEM OR NEED	WHO HAS IT	WHY DO THEY HAVE IT	WHEN DO THEY HAVE IT	WHERE DO THEY HAVE IT
<i>Ex: Getting hungry in 6th period</i>	<i>High school students who have early lunch</i>	<i>Lunch for these students is too early in the day, so it's a long time between lunch and end of day</i>	<i>6th period</i>	<i>In their high school classrooms</i>