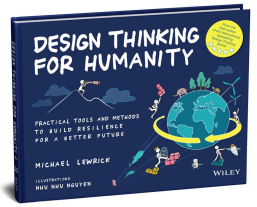
Project:
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Version & Date:

Creative Mash-up



Lewrick, M.
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Quick guide: The Creative Mash-up is an ideation technique that forces the combination of unrelated concepts, such as human needs and future technologies, to spark original, nonlinear ideas.

More tips & tricks on book page: 102

Element A: Core Challenge Signal

What primary system trend or regulatory baseline constraint defines our problem landscape?

1

Element B: The Fringe Catalyst

What completely unrelated industry model, fringe subculture signal, or tech vector can we introduce?

2

Element C: Planetary Constraint

What strict circular mandate, ecological metric, or non-human voice boundary must be integrated?

3

Radical Concept Synthesis & Value Hypothesis

Mash the three inputs together: What is the sticky name of this breakthrough offering? How does it co-create value? Why is it more resilient than existing alternatives?

4

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