

CONCEPT GENERATION & REFINEMENT

Team members brainstorm ideas and concepts. Concepts are then refined and evaluated.

Benefits Increases the development of novel concepts; develops individual and team expertise

Deliverables 20 initial concepts; 3-5 refined concepts

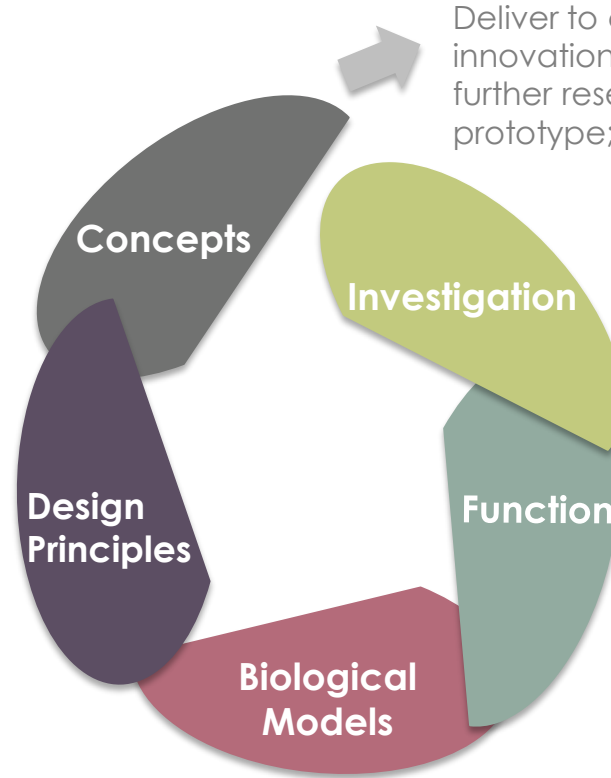
EXTRACTION OF DESIGN PRINCIPLES

Team works to extract the essence of the biological model's strategy and craft a description that is free of biological jargon.

Benefit The challenge is defined in engineering terms

Deliverable List of biological models with extracted design principles

Great Lakes Biomimicry's Innovation Playbook™



Deliver to company innovation process; further research; prototype; test

BIOLOGICAL MODEL IDENTIFICATION

An individual and team process to find biological models that perform the functions specified.

Benefits Broadens the potential solution space; builds individual and team expertise

Deliverable 10 -15 biological models defined for the Innovation Objective

INVESTIGATION

A team process involving investigation of the problem and its context.

Benefits Deepens the understanding of context; helps identify what the real challenge is; builds the team

Deliverable Innovation Objective

FUNCTION SPECIFICATION

A team process to determine the function of the Innovation Objective that must be performed by the design.

Benefits Defines what the design has to do; builds expertise

Deliverables Questions for biological research; "How does nature _____?"