

COLUMN 1

COLUMN 2

THIS IS AN
**IDEA FORMULATION
GENERATOR**

1. In Column 1 make a list of products and brands.
2. In Column 2 make a list of objects you use everyday.
3. In Column 3 make a list of words you like.
4. Pick one item from each list and combine them to come up with an idea for a new product or concept.

JUXATPOSITION

COLUMN 3

OUTPUT: