

CAMS Inventors Inc. Successful Investor Project
Activity: Getting the Feel of Your Business

Step 1:

List as many attributes about your business as possible (minimum 8).

Step 2:

Describe the feel of your company; use adjectives (minimum 8).

Step 3:

Word Association: Go through the list of words above and read them aloud to the people at your table. Ask them to say words that they associate with each of the words you read. Write all of the words down.

Step 4:

Take any of the words above, or other words you can think of, to list possible names and slogans for your business.