

CONCEPT FORGE

CREATE-F-0001

FAMILY**CODE**

CREATE

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Turn a brief, constraints and raw ingredients into genuinely distinct, buildable concepts instead of cosmetic variations.

WHAT IT IS

CONCEPT FORGE is an ideation formula for the point where you have a problem, ingredients or a direction, but not yet a concept worth building. It treats constraints as creative pressure rather than obstacles.

Its job is not to produce a long brainstorm. It creates a smaller set of structurally different concepts, shows the mechanism that makes each one distinct, and exposes weak ideas before they consume time.

BEST FOR

Products, features, campaigns, formats, services, tools, experiences, creative directions and early-stage projects that need more than a list of names or surface-level variations.

WHAT YOU GIVE IT

A brief or problem, the non-negotiable constraints, any raw material worth reusing, known exclusions and an optional level of ambition.

WHAT IT RETURNS

A compact field of differentiated concepts. Each includes its core premise, mechanism, relationship to the constraints, differentiator, risk, proof test and the reason it is not merely another version of the same idea.

HOW TO USE IT

1. Give it the real problem and constraints rather than asking for generic ideas.
2. Include existing ingredients when you want the concepts to reuse assets, research, technology or previous work.
3. Compare concepts by mechanism and trade-off, then prototype the smallest proof that could invalidate the strongest candidates.

GOOD FIT IF...

Choose this formula when you do not need more ideas - you need ideas that are different for a reason and concrete enough to test.

NOT SURE KITTY - LAB / FORMULA SERIES