

Eight ideas in eight minutes. Volume before quality.

Background

Jake Knapp · Google Ventures Design Sprint · 2016

Crazy 8s is a speed-ideation exercise. You sketch or write eight distinct ideas in eight minutes. Speed is the point. When you have to keep moving, your brain reaches past the obvious. Ideas 5–8 are where it gets interesting.

How to Run This

- 1 Set a timer for 8 minutes. One idea per box. Keep moving.
- 2 Write or sketch – distinct ideas, not variations on the same thing.
- 3 When the timer stops, stop. Incomplete ideas count.
- 4 Look for patterns across the 8 ideas.
- 5 Identify your top pick and name the assumption underneath it.

Facilitator Tips

Common mistake

Spending 4 minutes on idea 1 and rushing the rest. Set a 1-minute alarm. Incomplete ideas count.

What good looks like

Ideas 5, 6, 7 that surprise you. If ideas 5–8 are the same kind of thinking as 1–4, you stayed too safe.

When to move on

When you have a top pick that's meaningfully different from the first idea that came to mind.

About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform – making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

Try this interactively in The Studio

Pete will push you through the Crazy 8s exercise – keeping you moving and helping you identify what's genuinely different about your later ideas. You'll leave with a top pick and a session report.

studio.wadeinstitute.org.au →

IDEA 1

Sketch or describe one distinct idea.

IDEA 2

Sketch or describe one distinct idea.

IDEA 3

Sketch or describe one distinct idea.

IDEA 4

Sketch or describe one distinct idea.

IDEA 5

Sketch or describe one distinct idea.

IDEA 6

Sketch or describe one distinct idea.

IDEA 7

Sketch or describe one distinct idea.

IDEA 8

Sketch or describe one distinct idea.

PATTERNS

What themes or connections emerge across your eight ideas?

TOP PICK & ASSUMPTION

Which idea will you develop? What key assumption does it rest on?