

## RULE NR 1

### Doing, not talking

At every Jam, it is very clear that doing is more productive than talking.

So don't spend too long talking about the perfect idea - perfection is impossible.

Instead, take a workable, imperfect idea, and then start to build it. Building prototypes and testing them will tell you much more than a whole weekend of talk talk talk...



## RULE NR 2

### Make it real

You are going to start with a lot of ideas this weekend. Later each team will choose one.

But don't stop there - ideas alone are not enough to change the world.

Your challenge is to take your idea and make it more real - turn it into a working prototype, which you, or somebody else, could try out and take further.



## RULE NR 3

### Build on each other's ideas

If everyone comes to a Jam determined to play their own tune, the result will be cacophony - and nobody will learn or build anything.

If you only fight for your own idea, saying "but, but", you will get nowhere. But if combine ideas, saying "yes, AND..." you will build on each other's ideas and create something you could never have built alone.



## THE GOLDEN RULE

### Have fun!

It's a Jam, like in music. You didn't come here to record an album, you came here to challenge yourself, to learn new things, discover new collaborators and make something you could never have made alone. In many ways, the purpose of the Jam is the Jam.

The Jam is a voluntary creative weekend. We get more done, and we do better work, when we are enjoying ourselves. So laugh out loud, while you work super-hard. Have fun! And if you are not having fun, change something!

