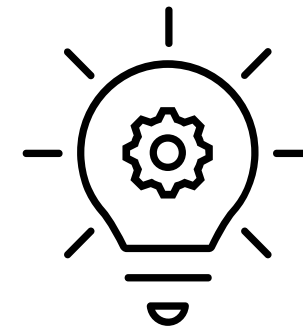


Roadmap to creating your own business ideas



Elvis Fuamba

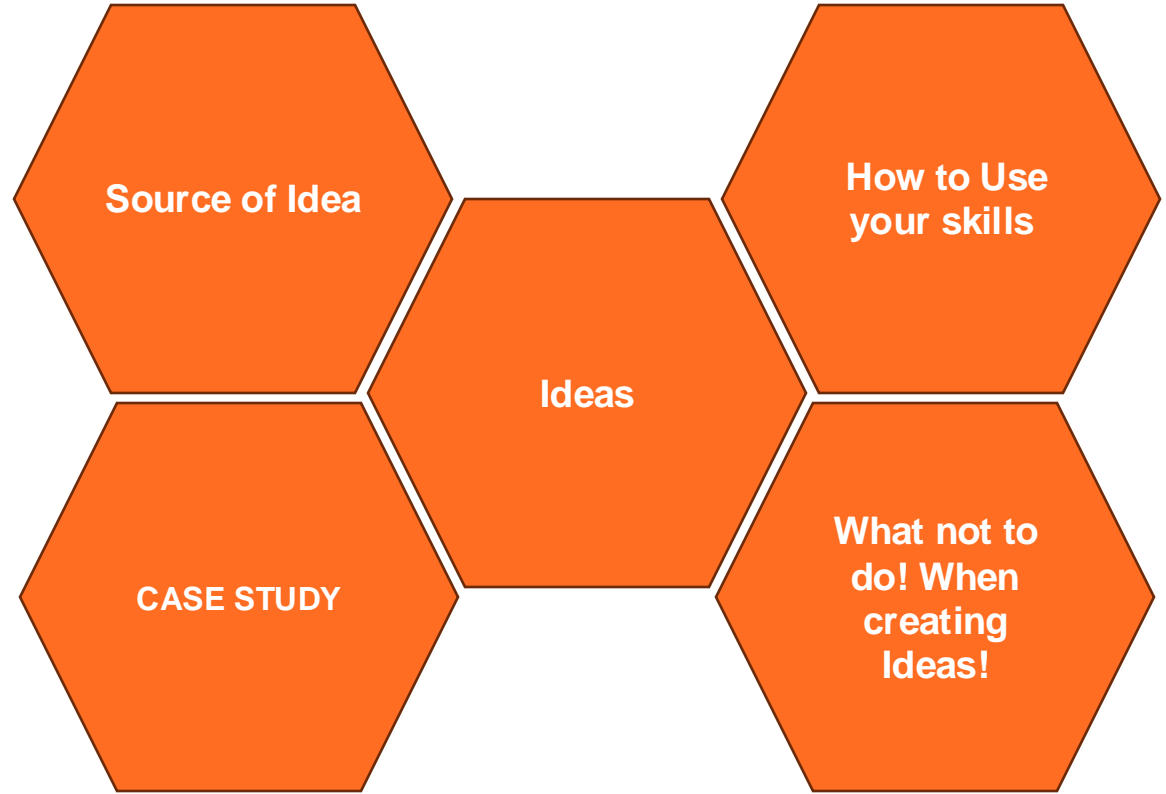
Kalliola, Spot Yrittäjyysvalmentamo 2024



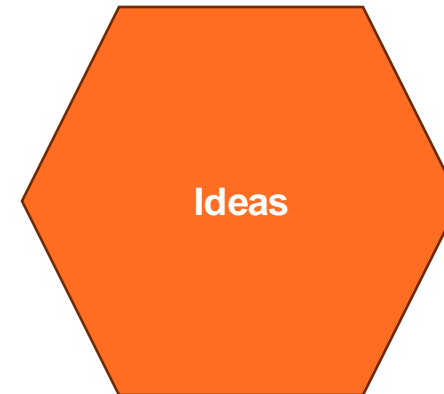
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Session 1: Business Idea development

Because ideas are solutions to everyday problem

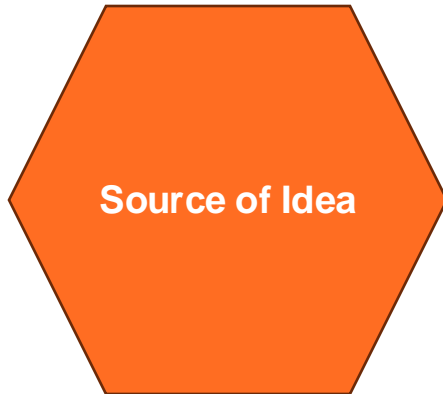


Session 1: Business Idea development



- Recognizing Your Skills
- Understanding Problem Identification
- Idea Generation Techniques
- Concept Development Essentials

Session 1: Business Idea development



Innovative ideas can be traced to three main sources:

- What excites you?
- Identifying problems.
- Believe you can do it better



Session 1: Business Idea development

Source
of Idea

Our passions

Our passions drive us to pursue what excites us and share it with the world. Many successful business ideas stem from individuals' enthusiasm for a particular activity or interest.



Session 1: Business Idea development

Source
of Idea



Our complaints

Our complaints arise from frustrations or inconveniences we encounter in our daily lives. Identifying common problems can lead to innovative solutions and potential business opportunities.



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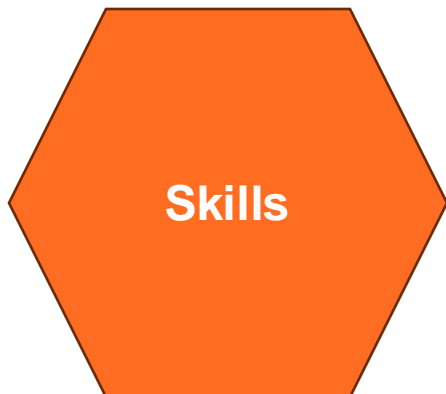
Source
of Idea

Our Egos

Our egos drive us to believe that we can do things better or differently than what currently exists. Harnessing our ego-driven motivation can lead to innovative solutions and disruptive business ideas.



Session 1: Business Idea development .



The ability to use one's knowledge effectively and readily in execution or performance.



Common idea generation techniques include:
 Brainstorming: Group or individual sessions to generate a multitude of ideas. Mind Mapping: Visual representation of ideas and their relationships. SWOT Analysis: Systematic evaluation of internal strengths and weaknesses and external opportunities and threats.

Don't let others convince you that the idea is good when your gut tells you it's bad.



Session 1: Business Idea development

How to
Use
your
skills

Skills Recognition: What are your skills?



- Your skills are the foundation for entrepreneurial innovation and business idea creation.
- Recognizing and leveraging your unique abilities is essential for success in entrepreneurship.

Session 1: Business Idea development

How to Use
your skills

Five Simple Things to consider when developing an idea



- Ideas are solutions to everyday problems
- Because ears are wifi for ideas.
- To acquire knowledge one must study but to acquire wisdom one must observe
- Write down your ideas
- Share your ideas

Session 1: Business Idea (The building blocks of entrepreneurial Innovation and business idea creation.)

How to
Use
your
skills

1. Have a problem (Because ideas are solutions to everyday problems)



- Identifying the problem is the first step in developing a successful business idea.
- By understanding the pain points and challenges faced by your target audience, you can create solutions that resonate with them.

Session 1: Business Idea (The building blocks of entrepreneurial Innovation and business idea creation.)

How to
Use
your
skills

2. Listen (Because ears are wifi for ideas)



- Listening is the key to unlocking valuable insights and ideas.
- By actively listening to others, you can uncover hidden needs, preferences, and opportunities for innovation.

Session 1: Business Idea (The building blocks of entrepreneurial Innovation and business idea creation.)

How to
Use
your
skills

3. Look (To acquire knowledge one must study but to acquire wisdom one must observe)

• Looking involves observing the world around you for inspiration and opportunities.

• By paying attention to trends, behaviors, and emerging needs, you can identify gaps in the market and areas for innovation.



Session 1: Business Idea (The building blocks of entrepreneurial Innovation and business idea creation.)

How to
Use
your
skills

3. Documenting your ideas (Write your ideas down)

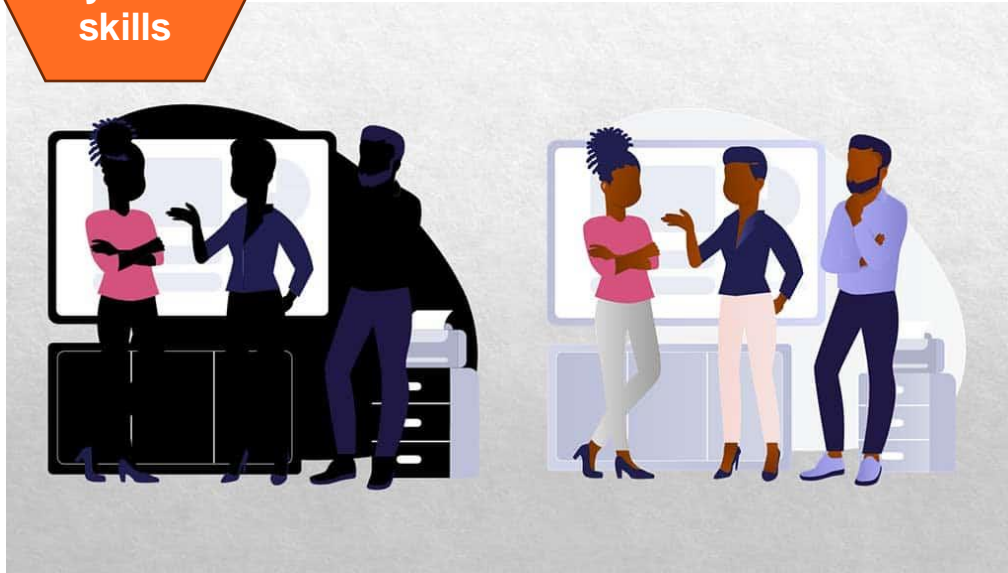


- Writing down your ideas is crucial for capturing and refining them.
- By documenting your thoughts, you can clarify your concepts, track your progress, and revisit them for further development.

Session 1: Business Idea (The building blocks of entrepreneurial Innovation and business idea creation.)

How to
Use
your
skills

3. Share your ideas



- Sharing your ideas is essential for gaining feedback and refining your concepts.
- By engaging with others, you can validate your ideas, uncover blind spots, and collaborate to enhance their potential.

Session 1: Business Idea development

What not to do! When creating Ideas!

- Avoid searching for the perfect idea; ideas evolve.
- Don't fall in love with your first idea; remain adaptable.
- Focus on the business model over products or technologies.



Session 1: Business Idea development

