



## MODULE 1

Your creativity, where do business ideas come from?

# THE THROUGH ENTERPRISE COURSE COVERS 9 KEY MODULES



## MODULE 1

*Your creativity, where do business ideas come from ?*

## MODULE 2

*Personal Development: what are your goals?*

## MODULE 3

*Qualifying your business idea - the importance and tools of research*

## MODULE 4

*New ways to be in business – introduction to private, social and community enterprise*

## MODULE 5

*Entrepreneurship on a shoestring*

## MODULE 6

*Let's get practical, managing and raising project finance, legalities for starting a business*

## MODULE 7

*The HOW and WHERE of being In business, making product and service*

## MODULE 8

*Sales are the engine of your business*

## MODULE 9

*Marketing on a shoestring*



# MODULE 1 WILL HELP YOU UNCOVER A NEW BUSINESS IDEA, PRODUCT OR SERVICE...

**Note** – Module 3 brings  
you through more  
suggestions in greater  
detail





## MODULE 1 CONTENT:

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- Getting started with IDEA GENERATION
- What about a business based on your culture?
- EMPATHY – a wealth of new business ideas
- Techniques to help you come up with a great idea!
- Screening ideas, do you have a great business idea ?
- Testing your idea on a small scale





## IDEAS - IDEAS - IDEAS...

Business ideas can occur at any time so it is important to be on the lookout for opportunities!

By the end of this module, you will have used a range of ideas generation techniques to generate your own business idea which you can work on developing throughout the remainder of the course.





# IDEAS - IDEAS - IDEAS...



*You starting to like the idea starting your own business, but you're not sure where to begin?*

This first step can be the hardest for some would-be entrepreneurs, especially if you don't find coming up with new business ideas a natural process. At this early stage, don't worry too much about the limitations of time or money – this will come later in the development stage. Have fun exploring your limitless entrepreneurial possibilities and see where an open mind can take you.





# GETTING STARTED WITH IDEA GENERATION

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## *1. Doing What You Love*

Starting a successful new business takes time. Lots of time. So as you begin to think about compelling new business ideas none are more important than those related to your areas of passion.

When we do what we love, it makes the long hours easier and that passion naturally translates into every aspect of your business. Passionate entrepreneurs have an edge.



# WHAT ARE YOU GOOD AT? WHAT ARE YOU PASSIONATE ABOUT?

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Assessing your abilities and experience; your work experience, practical knowledge, technical abilities, hobbies, contacts and family background can also be important factors for business success. Many small jobs you do around your home can be ideas for starting a business, for example:

- Growing vegetables
- Cooking
- Dancing
- Fixing watches or machines
- Sewing etc.

*Your interests and hobbies can give you ideas of a new business.*







# BUSINESS IDEA GENERATION

## 2. Can't Find It? Create It!

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Look around where you are. You are surrounded by business ideas. They are absolutely everywhere. Do you see them around you? No? That's ok, most people don't at first.

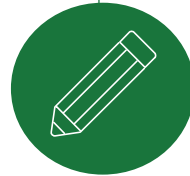
The best business ideas represent solutions to problems that make things better, easier, faster, or more efficient. Problems can take the form of frustrations, annoyances, dissatisfaction, or even anger - generally things that most people try to resist or avoid.

Collectively you can refer to each of these symptoms as pain points. Pain points are the catalysts for great business ideas. It is true that most businesses exist to fix problems.

Entrepreneurs see business opportunities in every problem. If a person has a big enough pain point he or she will do anything to find a solution. That solution can form the foundation of a new business.



## BUSINESS PLANNING ACTIVITY



*Think about what pain points you can solve with a new product or service*

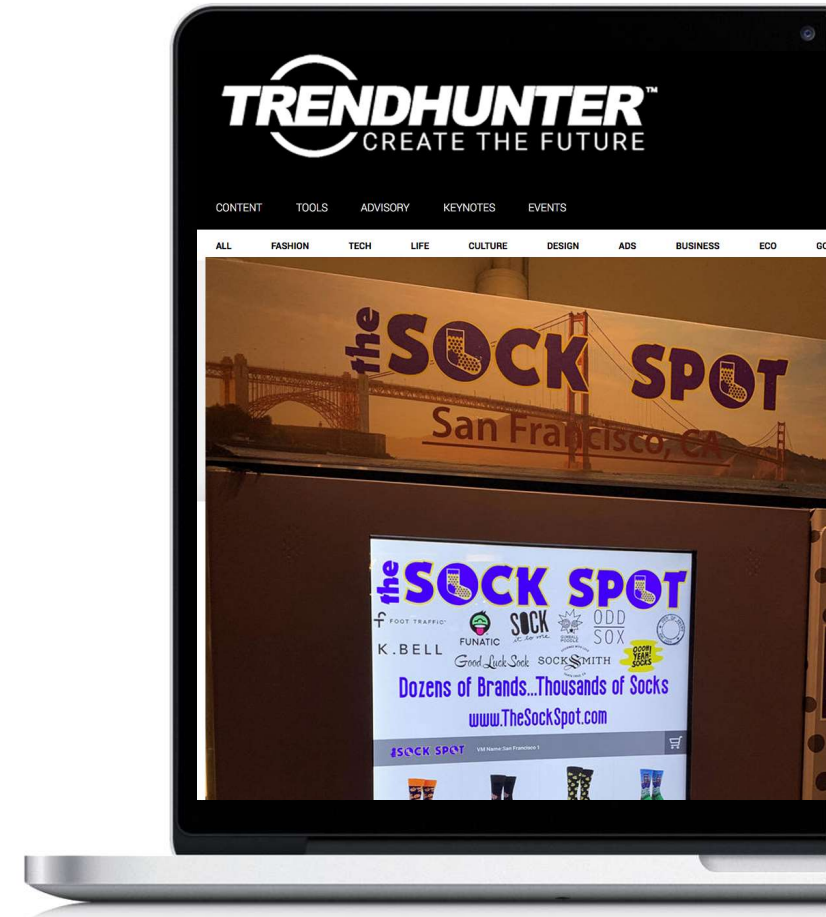


# BUSINESS IDEA GENERATION

## 3. Inspirational websites

There are lots of websites that collate great business ideas. We love <https://www.trendhunter.com/> TrendHunter.com is the world's largest, most popular trend community and a source of inspiration for aspiring entrepreneurs and the insatiably curious.

In addition to the main website, Trend Hunter Eco and SocialBusiness.org are very worthwhile to subscribe to. Ideas are categorised as fashion, tech, life, culture, design, eco, business, luxury and bizarre.



# BUSINESS IDEA GENERATION

## 3. Inspirational websites

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Inspiration News & Topics –  
Start, run and grow your business

<https://www.entrepreneur.com/topic/inspiration>

1,001 Smart Business Ideas

<https://www.inc.com/bill-murphyjr/1001-smart-business-ideas-in-caseyou-need-inspiration.html>

Great Business Ideas, Start Ups, And  
Entrepreneurs <https://businessideaslab.com/>



# BUSINESS IDEA GENERATION

## Recycle a Business Idea from another Community or your Country of Origin

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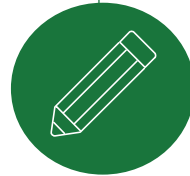
There are thousands of businesses located across the world that could work in your local context. Why not consider recycling some of these good business ideas by bringing them to your community?

You can improve upon these business ideas, learn from a company's strengths and weaknesses, and work same to your advantage.





## BUSINESS PLANNING ACTIVITY



### BUSINESS RECYCLE ACTIVITY - *Business Idea Brainstorm*

Spend some time searching the internet to find stories of entrepreneurs who started interesting businesses that are located in another country.

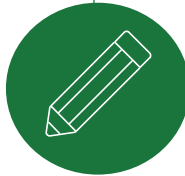
As you read an article about each small business ask yourself some questions:

1. What need is this business trying to solve?
2. Would people in my community have a similar need for this type of business If I set up something similar locally?

*If the answers are “yes” then document the business concepts on the next slide*



# BUSINESS PLANNING ACTIVITY



Make a note of the following when you come across an business or an idea that strikes you as interesting and high potential

Name of Company: .....

Location:.....

Website: .....

- 1. What products/services are they selling?
- 2. How could I improve on what they are doing?
- 3. Who in my community/location would be my target market?

<https://www.entrepreneur.com/article/226501>



# WHAT ABOUT A BUSINESS BASED ON YOUR CULTURE?

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Culture is that which shapes us; it is something which shapes our identity and influences our behaviour. Culture is our “way of being.” It can be a combination of some or all of these shared things - language, beliefs, values, norms, behaviours, and material objects that are passed down from one generation to the next.

Culture is seen in people's writing, religion, music, clothes, cooking, and in what they do. Cultural diversity is important. It makes our countries and our communities more interesting places to live, as people from diverse cultures contribute language skills, new ways of thinking, new knowledge, and different experiences



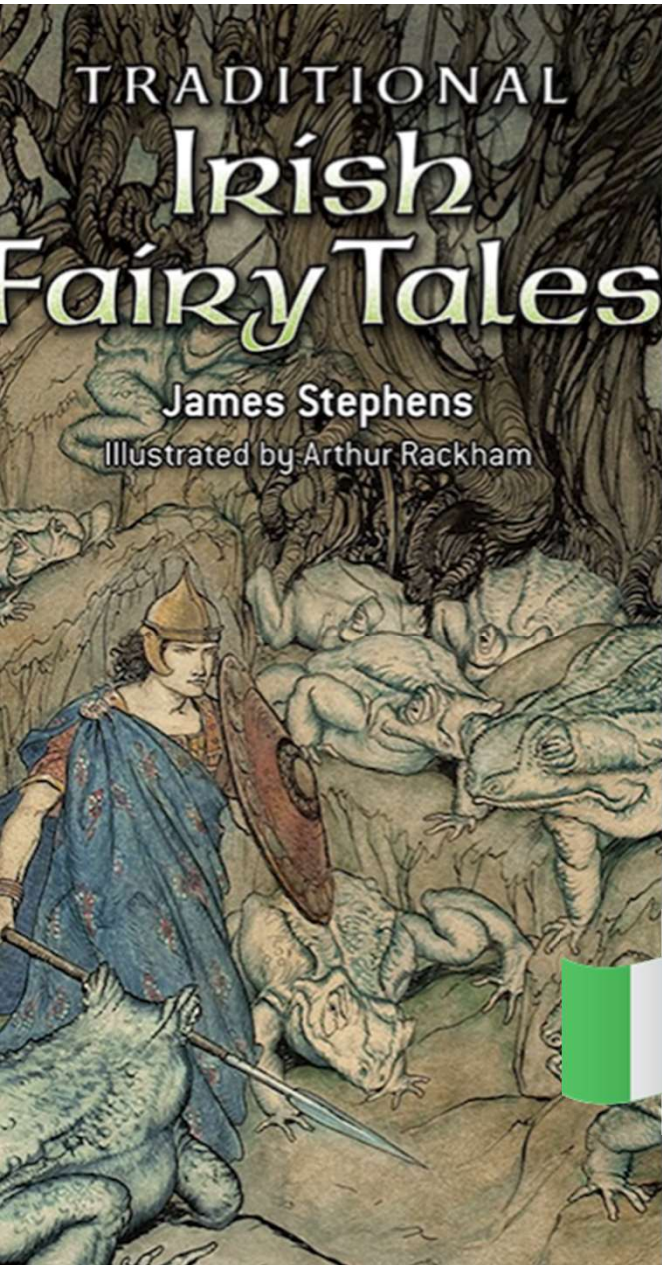
# WHAT ABOUT A BUSINESS BASED ON YOUR CULTURE?

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## Craft And Culture In Sweden

Swedish design is so much more than minimalism and IKEA. Swedish craft and design spans everything from traditional crafts, such as glass and Sami handicrafts, to exciting contemporary designs and materials. Often eco and sustainable





## WHAT ABOUT A BUSINESS BASED ON YOUR CULTURE?

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### Storytelling and Mythology in Ireland

Ireland is famous for its myths and legends that have been passed on from generation to generation. From goddesses to high kings, giants to leprechauns, Ireland is overflowing with stories that have very much become a part of the history and culture of Ireland. Irish people have a rich history in storytelling which was used to pass information down through the generations.

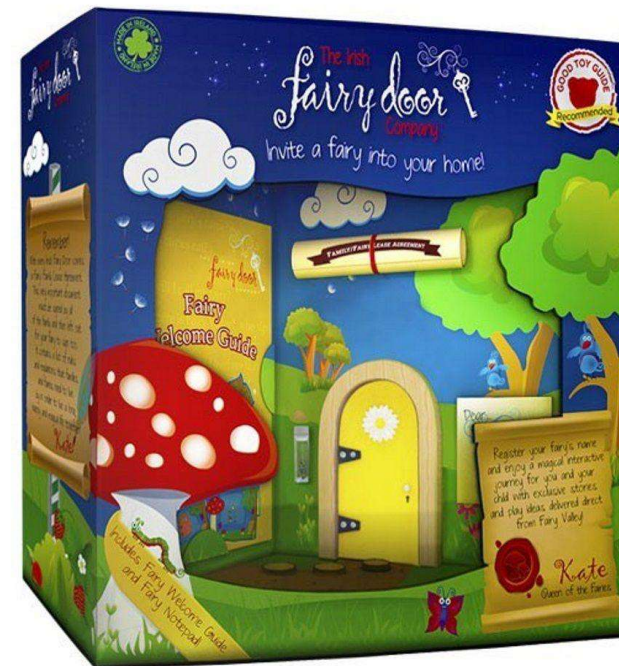




# WHAT ABOUT A BUSINESS BASED ON YOUR CULTURE?

**THE IRISH FAIRY DOOR COMPANY** Aoife Lawler and Niamh Sherwin Barry set up their business to help fairies relocate into homes and gardens all over the world by producing high-quality wooden Irish fairy doors.

The Irish Fairy Door Company, now **employs 15 people**, started trading in August 2013.





## IDEAS THAT GET OTHER PEOPLE INVOLVED

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Look for ideas that get other people involved, example; John-Paul Flintoff works to help protect the environment and prevent global warming. He realized he could make an immediate difference by reaching out to his neighbours. Every year, Flintoff offers his extra tomato seedlings to his neighbours.

*"This simple and kind act started his neighbours growing some of their own food, thereby slightly reducing their environmental impact."*

**The result:** As customers and community members become personally involved, you'll make a much bigger difference than you would on your own.





## DEVELOPING YOUR BUSINESS IDEA

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Go out of your way to ask others how you can help; Coming up with ideas on your own isn't always easy. That's why brainstorming has consistently been found to be such a powerful tool. You may be struggling to come up with a world-changing idea. But there could be plenty of people around you who have great insights that can lead you in the right direction. Don't be afraid to consult with several different groups to find ideas.

**Example,** you could ask family and friends about specific challenges. You could consult with like-minded co-workers who also wish to make an impact. You could even conduct focus groups in your own community.





## EMPATHY – *a wealth of new business ideas*

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Empathy is our ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do. Earlier, you learnt that the best business ideas come from responding to a customer pain point.

Therefore, empathy is an important tool to help us gain a deeper appreciation and understanding of people's emotional and physical needs, and the way they see, understand, and interact with the world around them. The better you can understand people's needs, the more prepared you will be for designing products/services to meet those needs.



# DESIGNING A PRODUCT OR SERVICE FOR A SPECIFIC GROUP OF PEOPLE

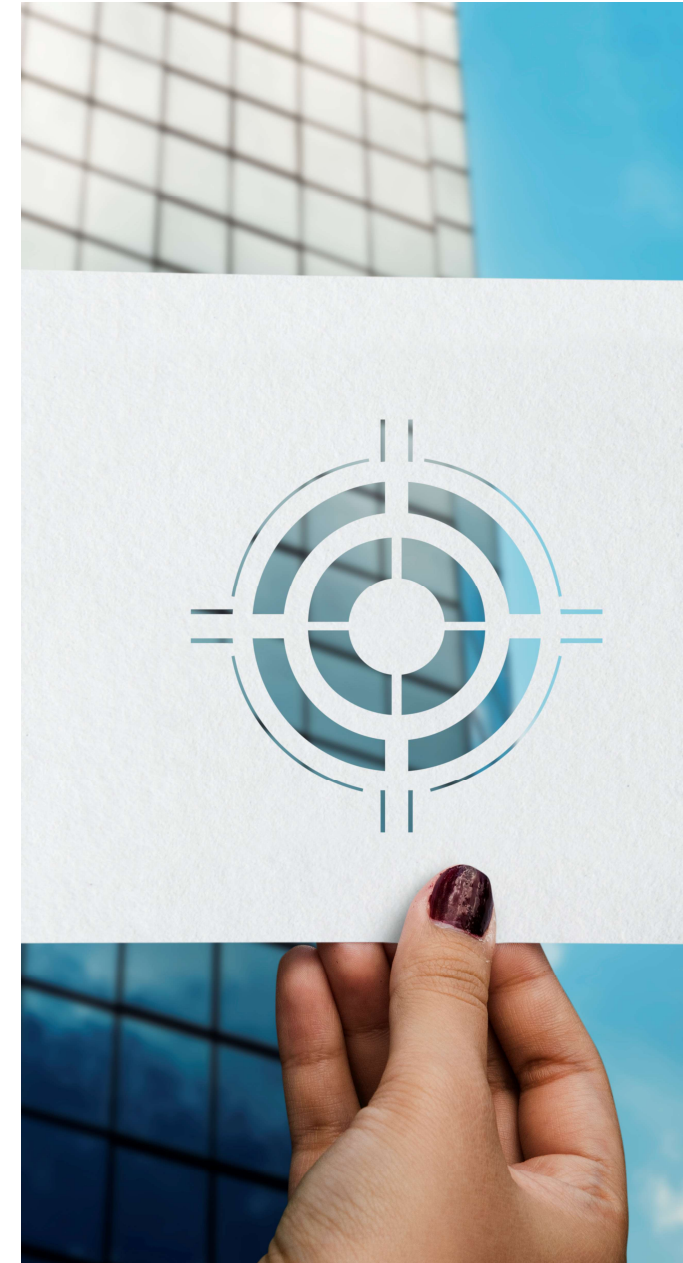
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Being empathetic will allow you to think you might have a idea for a business to target a problem that a specific group of people have?

This group is known as your **target market** and they can be described by a wide range of characteristics such as:

- Age
- Gender
- Profession
- Interests
- Location
- And as we saw in the culture examples above – ethnicity or nationality

<https://www.interaction-design.org/literature/article/design-thinking-getting-started-with-empathy>







## TECHNIQUES TO HELP YOU COME UP WITH A GREAT IDEA!

Idea generation is an activity most frequently associated with creative thinking. There are a number of methods and tools that can be used to fuel innovation and creativity in order to help individuals in the idea generation process.

Time to turn on your imagination and go idea hunting!



# Ideas generation techniques – *Brainstorming*

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## What is brainstorming?

Brainstorming can help to "jolt" you out of your normal ways of thinking. Brainstorming is a great way of coming up with ideas that can, at first, seem a bit crazy.

You never know you might strike upon a very unique idea that can be crafted into original, creative solution to a problem.



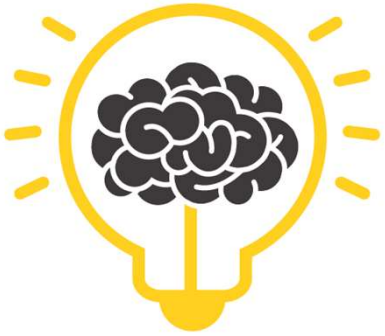


# Ideas generation techniques – *Brainstorming*

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## Getting Started with Brainstorming

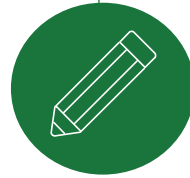
- Works best with a clear set of instructions and a time limit
- When Brainstorming there is no such thing as a bad idea – there must be no self judgement or judgement of others
- Quantity of ideas not quality is important
- Free your mind, let it wander– this link shows you that some of the best business ideas are the craziest ones –



<https://blog.printsome.com/17-crazy-businessideas>



## BUSINESS PLANNING ACTIVITY



### WHAT IF ACTIVITY - *Business Idea Brainstorm*

What if you could listen to music while swimming?

Don't be afraid to let your mind wander and dream.  
What do you really wish were possible?

The more you exercise your creative muscle, the easier it will be to regularly create new products and services that improve people's lives.

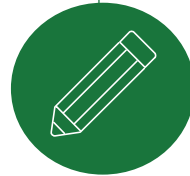
*Allocated Activity Time - 20 mins*

<https://www.entrepreneur.com/article/226501>

THROUGH ENTERPRISE | *Make your enterprise dreams come through*



## BUSINESS PLANNING ACTIVITY



### MIX AND MATCH ACTIVITY - *Business Idea Brainstorm*

What two products could be brought together for the first time to create a new one?

Don't be afraid to get unconventional. The decision to combine a flashlight with a screwdriver was ingenious. It's now possible to work in dark areas without having to hold a flashlight. And of course, what would our phones be without a camera?

*Allocated Activity Time - 20 mins*

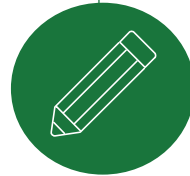
<https://www.entrepreneur.com/article/226501>

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## BUSINESS PLANNING ACTIVITY



Talk to People! This is called Market Research and it is a vital next step in 'qualifying' your idea to make sure it is needed.

- If you can come up with a product or services that solves a
- problem for people you are sure to be onto something good.
  - Find out what problems people have.

Ask them about obstacles which they have to face on the daily basis.

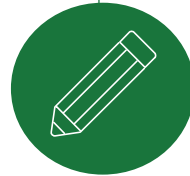
- Prepare questions before the you question them.  
Try to be emphatic and understand their problems and/or limitations.
- What are their main problem? Can you come up with an idea how to solve it?

<https://www.entrepreneur.com/article/226501>

THROUGH ENTERPRISE | *Make your enterprise dreams come through*



## BUSINESS PLANNING ACTIVITY

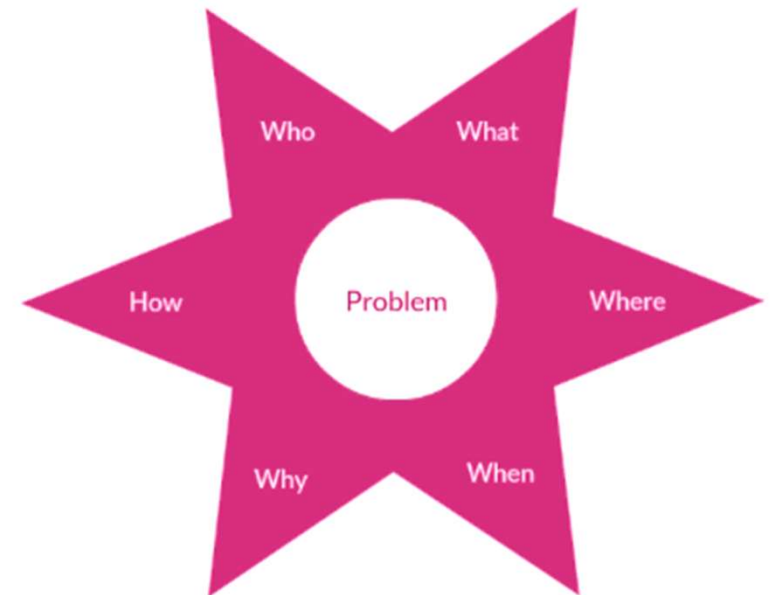


### STARBURST ACTIVITY

*Business Idea Brainstorm and qualifying your idea*

- WHO** Who might use it?
- WHAT** What might it be used for or with?
- WHY** Why would people use this product or service?
- WHERE** Where might it be of use?
- WHEN** When might it be used?
- HOW** How might it be supplied?

*Allocated Activity Time – 30 mins*



## SCREENING IDEAS –

### *do you have a good business idea?*

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A good business idea is one that:

- is based on a product or service that customers want/need
- is based on a product or service you can sell at a price that customers can afford and which will give you a profit
- uses the knowledge and skills you already have or knowledge and skills that you can easily acquire
- has a unique selling point (USP) – something that makes you stand out!
- that you are passionate about
- that keeps you awake at night. If you can't stop thinking about it and can't come up with any reasons why it is a bad business idea – you could be onto a winner.



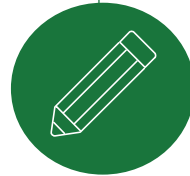
# SCREENING IDEAS – DO YOU HAVE A GOOD BUSINESS IDEA ?

A very good business idea is one that stands up to the scrutiny of others.

Let's see how some of your business ideas stand up in our next activity.

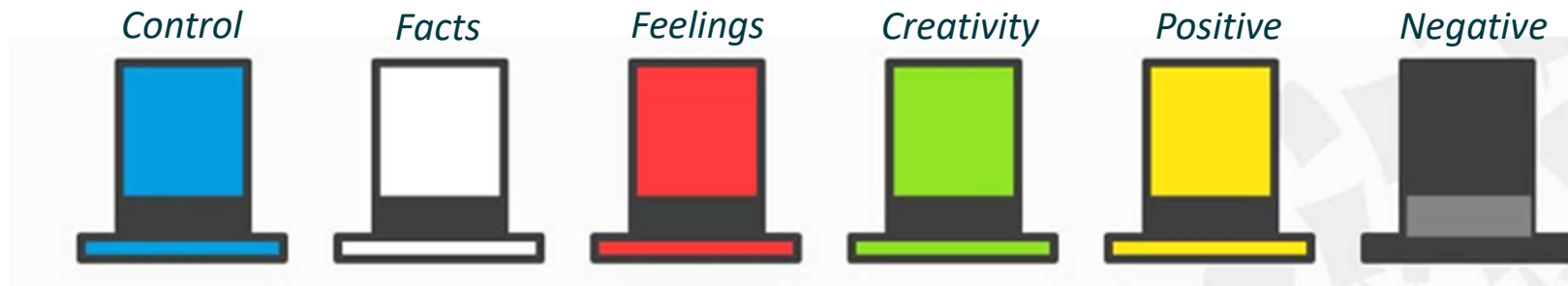


## BUSINESS PLANNING ACTIVITY

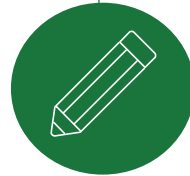


### IDEA VALIDATION GROUP EXERCISE – *The Six Thinking Hats*

Using this technique a group can evaluate an idea and can argue both the pros and cons whilst remaining as objective as possible. A chairperson is appointed in the group. An individual may ‘wear’ a hat to produce a comment without any possible attached stigma. Get to know the meaning of each hat and then complete a ‘storyboard’ for each idea – see next slides and learner workbook.



## BUSINESS PLANNING ACTIVITY



### ABOUT THE ROLES OF – **The Six Thinking Hats**

**The White Hat** calls for information known or needed. "The facts, just the facts."

**The Red Hat** signifies feelings, hunches and intuition. When using this hat you can express emotions and feelings and share fears, likes, dislikes, loves, and hates.

**The Black Hat** is judgment - the devil's advocate or why something may not work. Spot the difficulties and dangers; where things might go wrong. Probably the most powerful and useful of the Hats but a problem if overused.

**The Yellow Hat** symbolizes brightness and optimism. Under this hat you explore the positives and probe for value and benefit.

**The Green Hat** focuses on creativity; the possibilities, alternatives, and new ideas. It's an opportunity to express new concepts and new perceptions.

**The Blue Hat** is used to manage the thinking process. It's the control mechanism that agrees actions, next steps and conclusions.






# CREATE YOUR OWN STORYBOARD FOR EACH IDEA


*See learner workbook for work sheets*

**BLUE HAT**



How do we approach this problem?  
What are the ground rules?

**WHITE HAT**



What do we know?  
What does this tell us?

**RED HAT**




How does this make us feel?  
How will customers feel?

**GREEN HAT**




What are some alternatives?  
How can we innovate?

**YELLOW HAT**



What works?  
What are the benefits?

**BLACK HAT**



What doesn't work?  
What could go wrong?



# TESTING YOUR BUSINESS IDEA ON A SMALL SCALE..

Test your business idea in front of people and bring it to market. How to do this? Some products would be suitable for

- A Pop up shop
- A stall at a traders market
- A Community showcase

This would be an invaluable way of meeting potential customer and getting their feedback.






## TESTING YOUR BUSINESS IDEA ON A SMALL SCALE..

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A Focus Group is a group of individuals (usually made up of some of your target market) who are asked to share their opinions, beliefs, and attitudes towards a product, service, business idea. In a focus group, the discussion are guided by a group facilitator who encourages feedback and debate by asking open questions, asking for details or examples, keeping the discussion focussed and ensuring everybody is involved.



*Focus Groups are usually carried out face to face, but online focus groups through web chat and online forums (e.g. Facebook groups) are becoming fast and cost effective methods also.*



# TESTING YOUR BUSINESS IDEA ON A SMALL SCALE..

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*Also known as 'trial and error'!*

Other ways to test your idea:

- Set up meetings with potential buyers
- Attend a trade show
- Hold a demonstration
- Hold an open day
- Post a message on social media
- Join a forum and ask people to test or use the product/service



# PROTOTYPING - CREATING A MARKET READY VERSION OF OUR PRODUCT OR SERVICE

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It is very important to get feedback to your tangible product or service. Otherwise all other testing is theoretical.

Depending on your business type, there are many ways of developing a prototype.

*See next slide...*





# PROTOTYPING - CREATING A MARKET READY VERSION OF OUR PRODUCT OR SERVICE

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## 1. Design a simple mock-up

Whether your product is physical or digital, start off by creating a quick sample of what the product will look like and show it to your audience. This can be homemade and simple.

## 2. Create a small-scale version of your offering

Example - before she built launched and e-commerce website for my ethical fashion brand, Frederique hosted pop-up shops.

*“I made a small amount of stock and spent the majority of my time getting clothes in front of people and seeing what questions they had, suggestions, what worked the best and what didn't work”.*







# PROTOTYPING - CREATING A MARKET READY VERSION OF OUR PRODUCT OR SERVICE

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## 3. Build a landing page

Once you have an idea of your business, throw up a landing page where people can sign up for more information. This could be a one-page website, give a clear and concise description of what you will be offering in the future. Then work on driving traffic to your page to see if people relate to your offering and actually sign up to learn more.

**Added bonus:** when you are ready to launch you already have an email list of people who have expressed interest.



# PROTOTYPING - CREATING A MARKET READY VERSION OF OUR PRODUCT OR SERVICE

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## 4. Attend a Hackathon

Hackathons offer a low-risk opportunity to intensely develop the early stages of your start-up, with dozens of user testers right in the room. Usually ran over 2 intense days, search through enterprise/innovation centres and colleges in your region, they are a very motivating way to get great expertise contributing to your project. Contact the enterprise agency in your area.





## LOOK AHEAD TO MODULE 2

### *Personal Development: What are your goals?*

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- Every one has their own story
- What is an entrepreneur?
- Entrepreneurship, it's in you already
- The mindset of an entrepreneur
- Classroom exercises and activities



# NEXT UP | *Module 2*

A large, dark teal circular graphic with a white mouse cursor icon pointing at its left edge. The graphic contains contact information for 'Through Enterprise'. At the top right, there is a vertical column of yellow chevron arrows pointing downwards. Below this, there are two circular icons: a pink one with a white 'f' for Facebook and a yellow one with a white globe icon for the website. To the right of these icons, the text '@throughenterprise' and 'www.throughenterprise.eu' is displayed in white.

@throughenterprise

www.throughenterprise.eu



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