

# Creativity and Ideation

Unit 1: Creativity and the Entrepreneur



# Course Unit Structure

- ▶ Creativity and Ideation Course Structure
  - ▶ **Unit 1: Creativity and the Entrepreneur**
  - ▶ Unit 2: The Ideation Process and Innovation
  - ▶ Unit 3: Idea Feasibility Analysis
  - ▶ Unit 4: Planning the Next Steps in Your Venture



# Unit Learning Objectives

- ▶ compile and analyze the methods entrepreneurs use to gain an entrepreneurial mindset, such as vision and goals
- ▶ apply creative thinking and brainstorming techniques, such as mind maps, design thinking, and ideation processes



# Unit Vocabulary

- ▶ creators
- ▶ creativity
- ▶ design thinking process
- ▶ entrepreneur
- ▶ entrepreneurial mindset
- ▶ expander
- ▶ innovator
- ▶ innovation
- ▶ invention
- ▶ market maker
- ▶ mission statement
- ▶ open innovation
- ▶ Scaler
- ▶ SCAMPER Technique
- ▶ Six Thinking Hats
- ▶ Timmons Framework
- ▶ value proposition
- ▶ value statement



# Overview: Unit One Topics

- ▶ Definitions of entrepreneur
- ▶ Types of entrepreneurs
- ▶ Venture and business lifecycles
- ▶ Design thinking
- ▶ Creativity processes and brainstorming ideas



# 1a Types of Entrepreneurs

- ▶ Entrepreneur
  - ▶ A person who identifies and acts on an idea
- ▶ Innovator
  - ▶ A new approach to add value
- ▶ Creator
  - ▶ Sees a problem no one has noticed and tries to solve it
- ▶ Market Maker
  - ▶ Reinvents their own market
- ▶ Expander or Scaler
  - ▶ Seeks out opportunities to expand previous methods

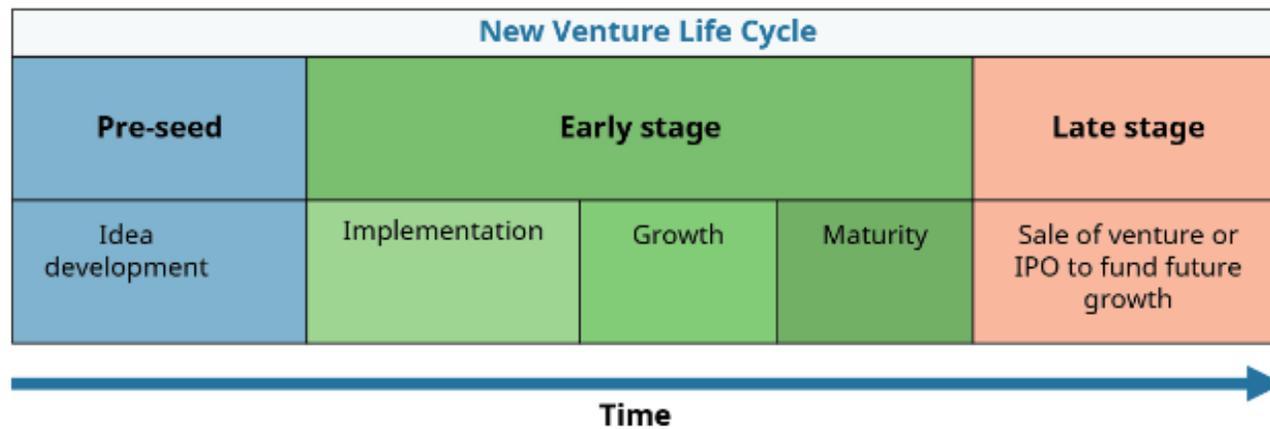


# 1a Vision, Mission and Value Propositions

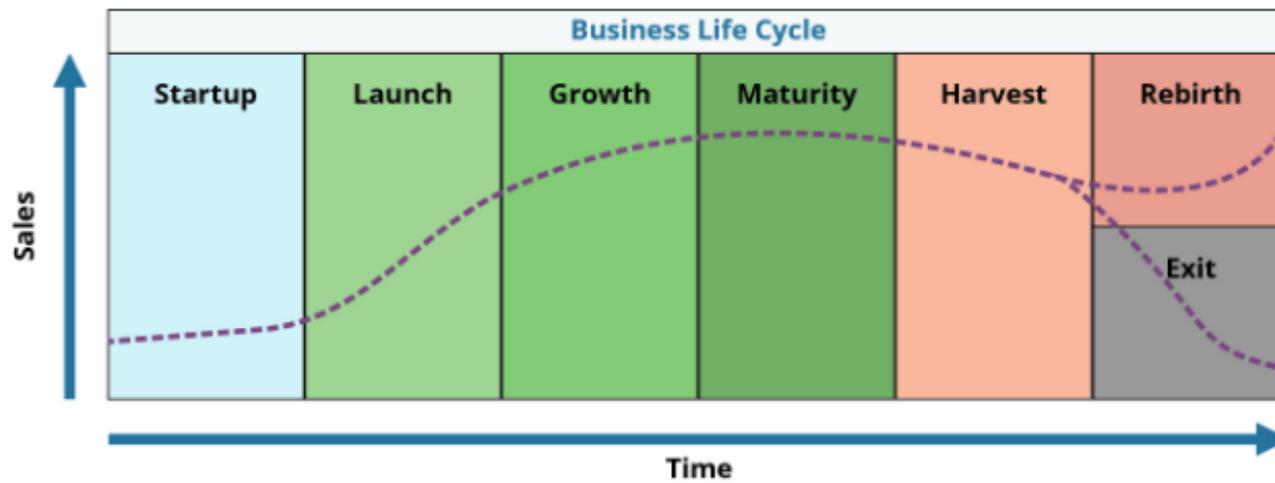
- ▶ Vision
  - ▶ The picture for the future
- ▶ Mission
  - ▶ Formal statement, what will be done and how it will be done
- ▶ Value proposition
  - ▶ Statement about the benefit of product or service



# 1a Lifecycles-Venture Lifecycle



# 1a Lifecycles-Business Lifecycle

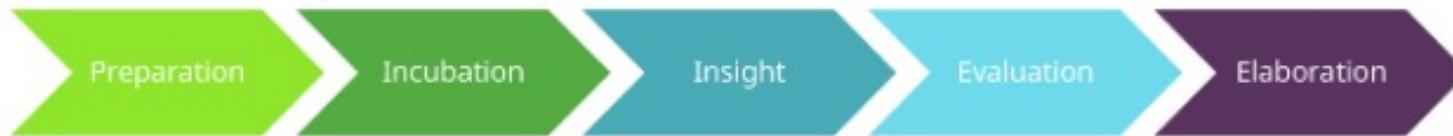


# 1a Design Thinking Process

- ▶ The Design Cycle consists of:
  - ▶ Empathize
  - ▶ Define
  - ▶ Ideate
  - ▶ Prototype
  - ▶ Test



# 1b Creative Thinking



# 1b Techniques for Creative Thinking- Six Thinking Hats



Research



Emotions



Logic



Encouragement



Creativity



Enforcement



# 1b Techniques for Creative Thinking- SCAMPER

- ▶ Substitute?
- ▶ Combine?
- ▶ Adapt?
- ▶ Modify?
- ▶ Put?
- ▶ Eliminate?
- ▶ Reverse?



# 1b Open Innovation Methods



Concept	Description
Creativity	ability to develop something original, particularly an idea or a representation of an idea, with an element of aesthetic flair
Innovation	change that adds value to an existing product or service
Invention	truly novel product, service, or process that, though based on ideas and products that have come before, represents a leap, a creation truly novel and different

# 1b Timmons Framework

- ▶ Consists of looking at:
  - ▶ Objectives
  - ▶ Opportunities
  - ▶ Resources



# Conclusion

- ▶ Here's what you learned:
  - ▶ compile and analyze the methods entrepreneurs use to gain an entrepreneurial mindset, such as vision and goals
  - ▶ apply creative thinking and brainstorming techniques, such as mind maps, design thinking, and ideation processes



# What's Next?

- ▶ To prepare you for the practice exam, consider one more review of the study guide and course materials.
- ▶ Good luck on the practice exam!

