

# Creativity and Ideation

Unit 3: Idea Feasibility Analysis



# 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

- ▶ evaluate the potential success of entrepreneurial activities based on tools such as SWOT and competitive analysis
- ▶ analyze a feasibility analysis for a new proposed venture, such as by using a business model Canvas



# Unit Vocabulary

- ▶ business model canvas
- ▶ customer empathy map
- ▶ financial analysis
- ▶ organizational feasibility analysis
- ▶ market feasibility analysis
- ▶ primary research
- ▶ secondary research

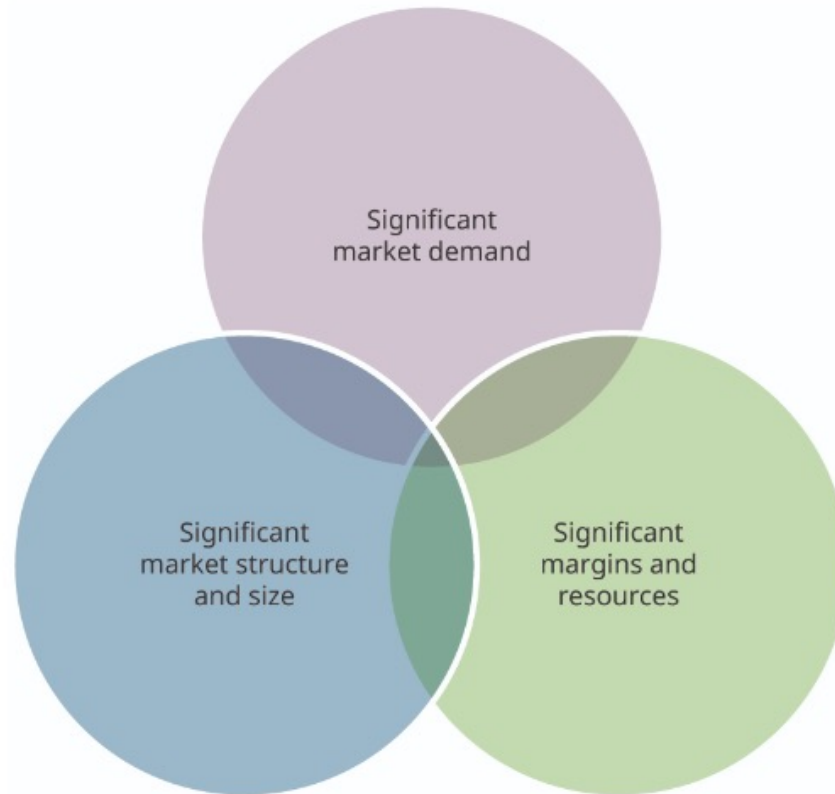
# Overview: Unit Three Topics

- ▶ Types of research
- ▶ Tools to use for feasibility research
- ▶ Business model canvas
- ▶ Feasibility reports

## 3a Researching an Idea

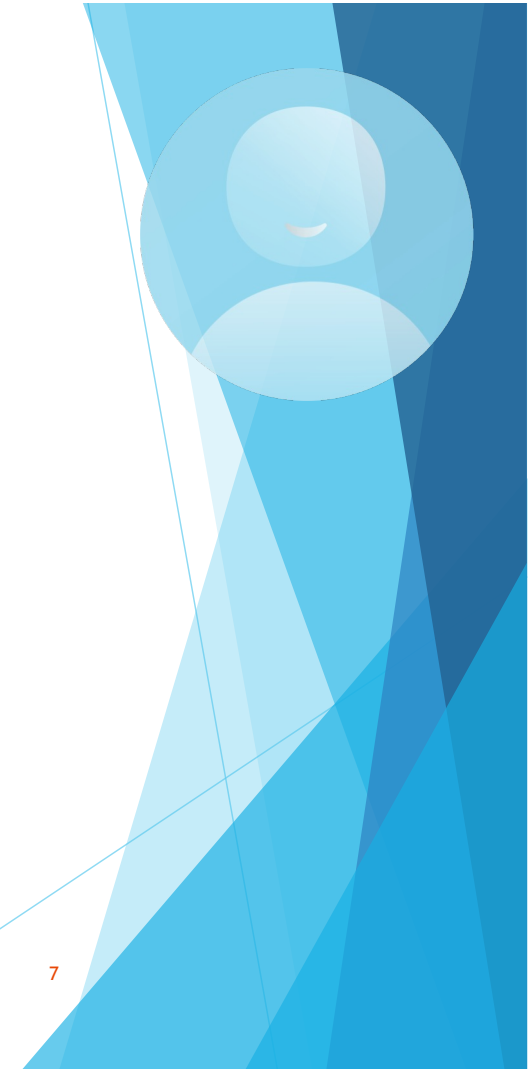
- ▶ Primary Research
  - ▶ Survey
  - ▶ Observation
- ▶ Secondary Research
  - ▶ US Small Business Administration
  - ▶ Census Data

# 3a Three Criteria For Opportunity



Creativity and Ideation

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## 3a Reasons for Business Failure

- ▶ Low sales (overestimation of sales)
- ▶ Lack of experience
- ▶ Insufficient capital
- ▶ Poor location
- ▶ Overinvestment in fixed assets
- ▶ Competition





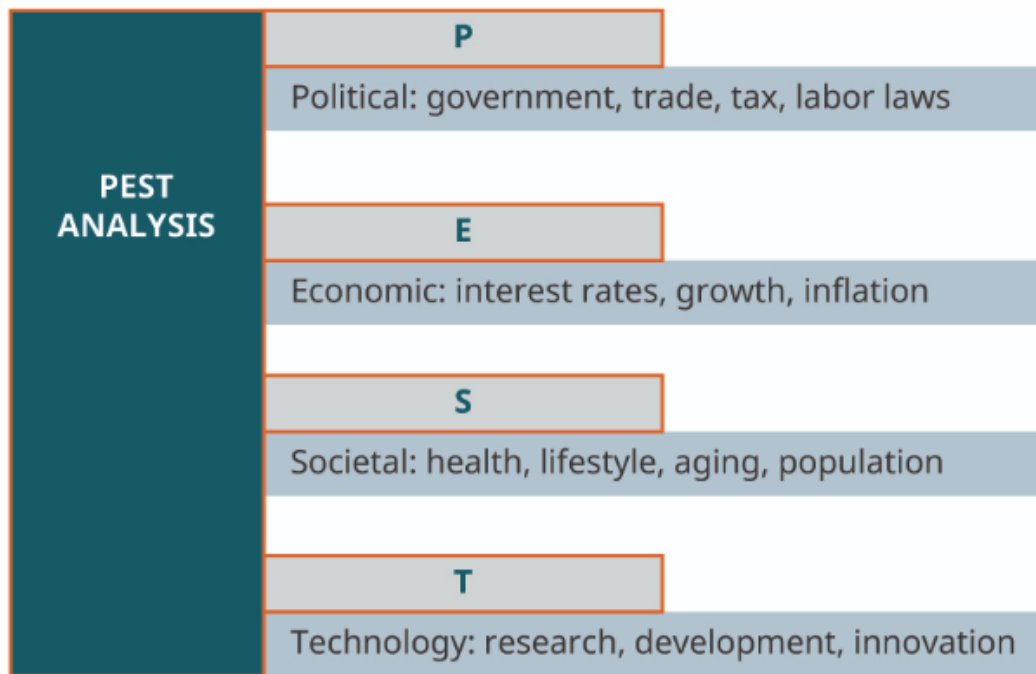
# 3a Competitive Analysis Grid

Key Characteristics	My Business	Competitor One	Competitor Two
Strengths			
Weaknesses			
Price Point			
Location			
Marketing			

# 3a SWOT Analysis

- ▶ Strengths
- ▶ Weaknesses
- ▶ Opportunities
- ▶ Threats

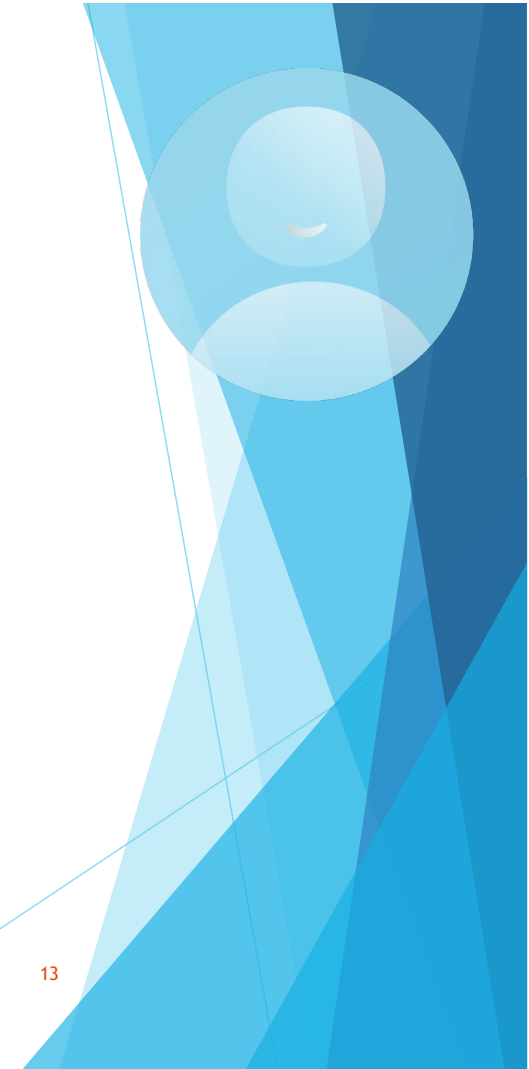
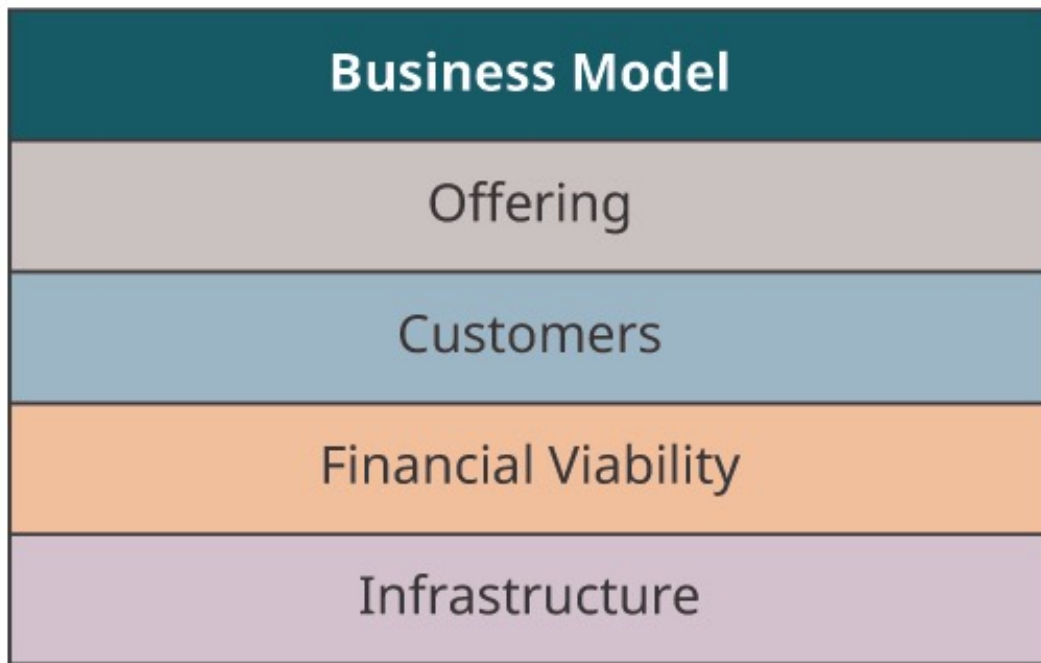
# 3a PEST Analysis



# 3a Three Circles Tool

- ▶ Company, Customers and Competitors
  - ▶ List your offerings, unmet customer needs, and competitor offerings
  - ▶ Where the circles meet, you can determine your competitive advantage

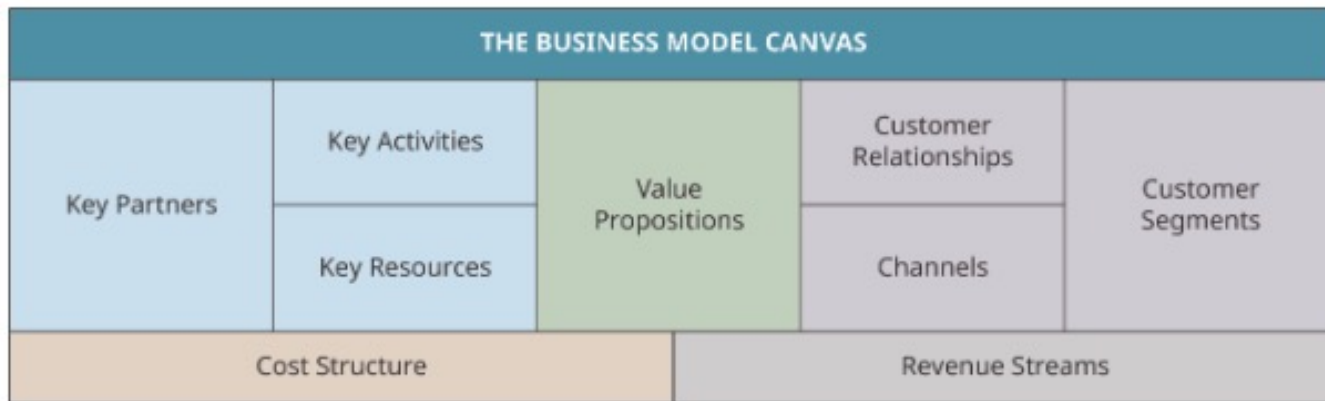
# 3a Business Model



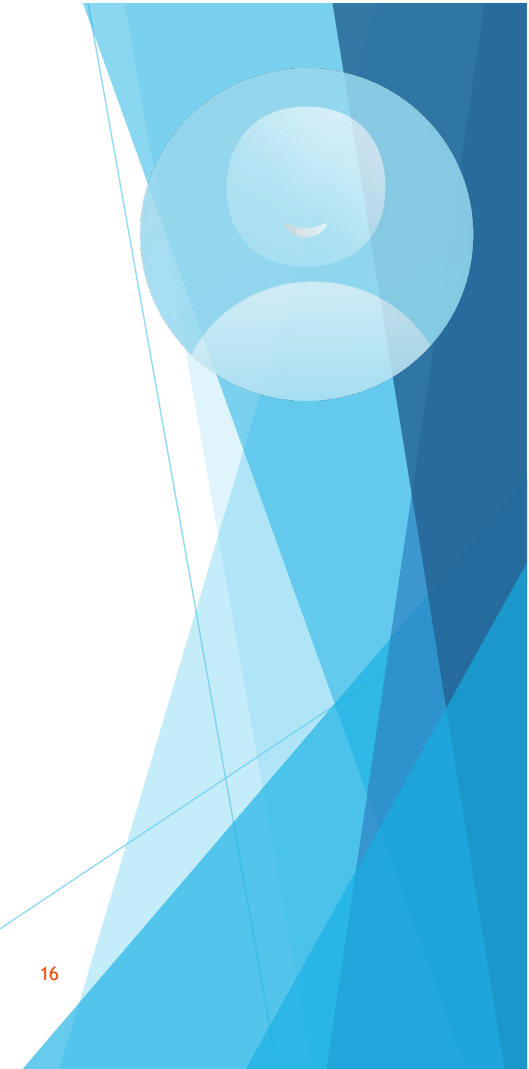
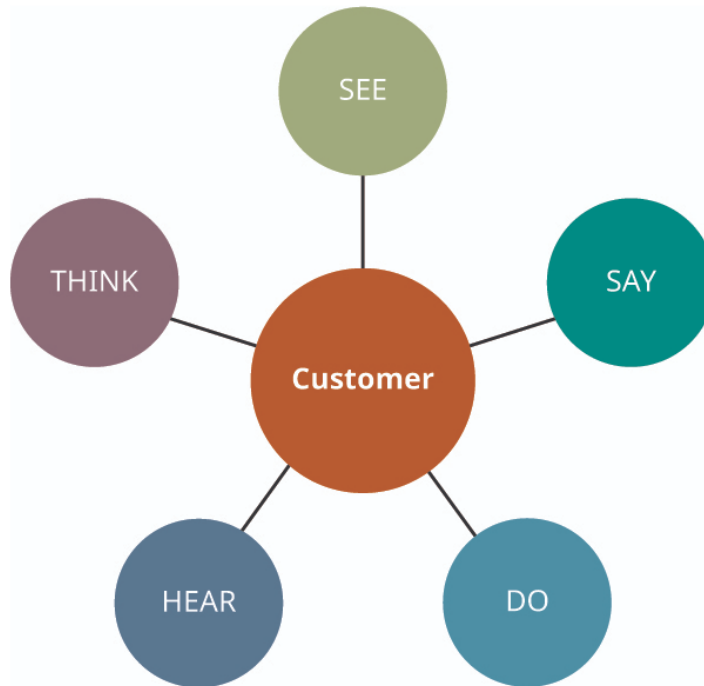
## 3b Feasibility Analysis



# 3b The Business Model Canvas



# 3b Customer Empathy Map





# 3b Feasibility and Recommendation Reports

- ▶ Is it possible?
- ▶ Is it financially viable?
- ▶ Will it be accepted by the community?
- ▶ Sections include:
  - ▶ Problem statement, situation, audience,
  - ▶ Comparative analysis
  - ▶ Final conclusion and reasoning



# Conclusion

- ▶ Here's what you learned:
  - ▶ evaluate the potential success of entrepreneurial activities based on tools such as SWOT and competitive analysis
  - ▶ analyze a feasibility analysis for a new proposed venture, such as by using a business model Canvas

# 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!