Implementing creativity workshops to generate and develop business ideas

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Universidade do Minho

Location

Campus of Azurém (Guimarães)

Rectory (Braga)

Campus of Gualtar (Braga)
Knowledge Transfer Office of Universidade do Minho
Established in 1990
10 FTE (Innovation & Entrepreneurship)

Units:

- Intellectual Property Office
- Technology Commercialisation
  - Scouting, evaluation, marketing, partnering, licensing
- Entrepreneurship
  - Entrepreneurship awareness, support and business development
TecMinho is an essential part of the Innovation Ecosystem
Innovation & Entrepreneurship

The University of Minho recognizes and supports knowledge valorization as a pivotal component of its mission.

Promoting the transfer of knowledge and technology to Society through partnerships with companies, licensing
US View: Never Too Young To Start

How can I convince mom and dad to back my business?

How can I convince granny to share her secret lemonade recipe with me?

What kind of stand will attract the most thirsty customers?

Where is the best place to set up?

I need $300 for a new bike, how much can I sell a glass of lemonade for?

KIDS LEARN HOW TO SELL!
European View: Too Young To Start

Is it allowed for mom and dad to back a minor to start a business?

Does granny have the legal rights to her lemonade recipe?

What types of EU regulations do I need to comply with selling beverages on the street?

Do I need a permit from the city to set up?

Do I need to collect VAT and file tax returns?

WHY CAN’T I JUST SELL?
TecMinho manages on behalf of UMinho a comprehensive entrepreneurship programme that aims at:

• Raising awareness
• Stimulating the maturation of new ideas
• Nurturing the creation of new innovative ventures
• Supporting spin-off growth and sustainability
Creativity workshops for business ideas

RECIPE
Step 1:
Get people together - students, researchers, entrepreneurs.
Step 2: Break the ice.
Step 3: Participants introduce their business ideas.
Step 4:
Everybody adds salt & sugar to the ideas.

Salt: make it exciting. Sugar: make it easier.
(brainwriting with post-its)
Step 5: Create a simple customer profile: who is the ideal customer?

Empathy maps – use the client’s perspective to question your business assumptions
Step 6: Build collective mind maps to explore the business idea.

Interrogative brainstorming | Generate new ideas through confrontation of assumptions
Step 7:
Participants evaluate ideas.
Step 8: Who do you want to fly with?
Creativity workshops for business ideas
New ideas
Different ideas
Better ideas
More mature ideas
Joint ideas
...
New teams
New skills
...
A lot of energy!
- Mix different people
- Limit the number of ideas per session
- Be creative but very organised!
- Get an experienced facilitator
Thank you for your attention!

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