



CREATIVITY

**Implementing creativity workshops to
generate and develop business ideas**

TII/PROTON EUROPE ANNUAL CONFERENCE
26.04.2012 | Copenhagen





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

IP Management

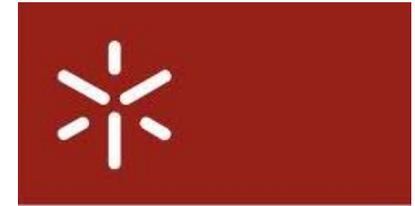
Technology
Commercialisation

Scouting, evaluation,
marketing, partnering,
licensing

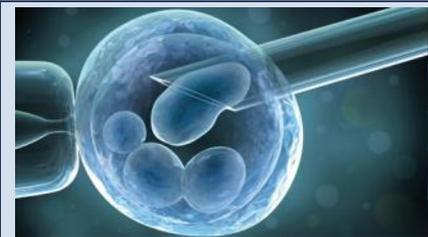
Entrepreneurship

Entrepreneurship
awareness, support and
business development

TecMinho is an essential part of the Innovation Ecosystem



Universidade do Minho



R&D



TecMinho (TTO)



Spinpark (Incubator)



Avepark (Science Park)



- Innovation
- Entrepreneurship
- Technology Transfer
- Holdings
- TecMinho
- Spin Park
- Avepark

TecMinho
Industrial Property,
Spin-off and
Entrepreneurship.

[More info](#)

Avepark
Science and Technology
Park.

[More info](#)

Share:

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

Spin Park
Technology-Based
Incubation Centre.

[More info](#)

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



RECIPE

Step 1:

Get people together -
students, researchers, entrepreneurs.



Step 2:
Break the ice.



Step 3:

Participants introduce their business ideas.



Step 5:

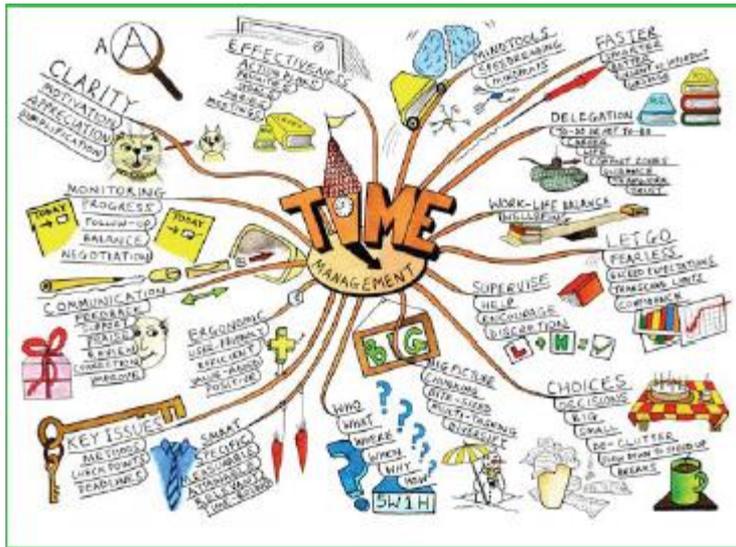
Create a simple customer profile: who is the ideal customer?



Empathy maps – use the client's perspective to question your business assumptions

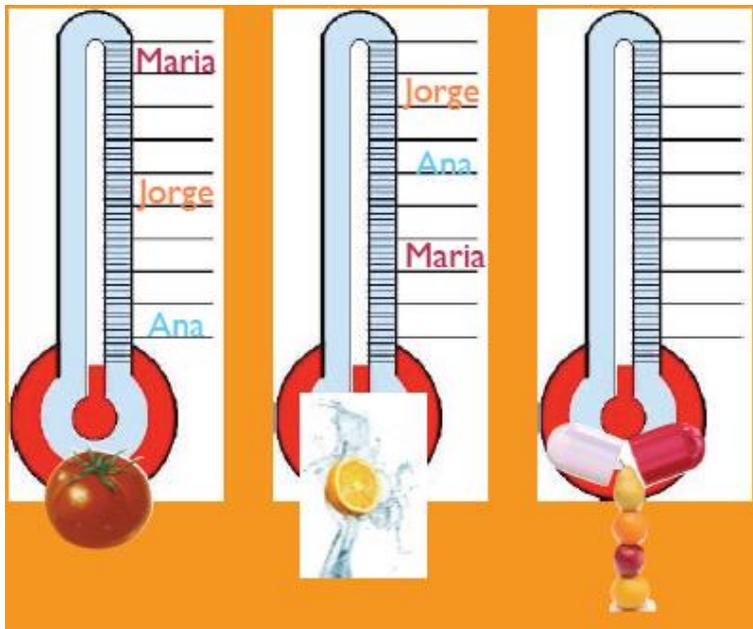
Step 6:

Build collective mind maps to explore the business idea.



Interrogative brainstorming | Generate new ideas through confrontation of assumptions

Step 7:
Participants evaluate ideas.



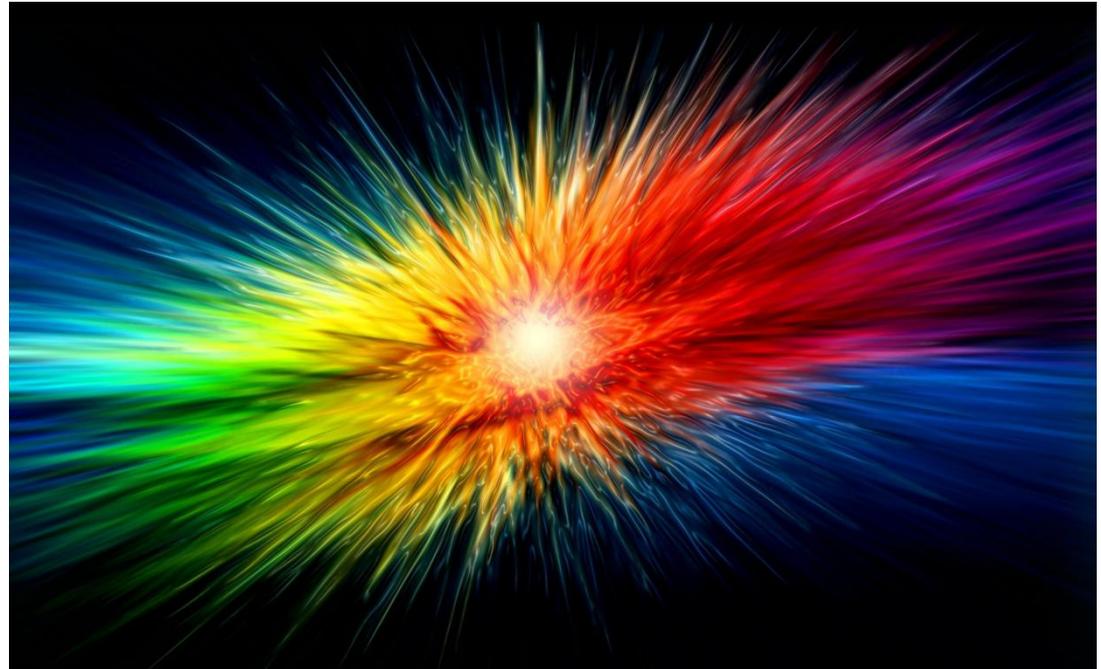
Step 8:

Who do you want to fly with?.





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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www.tecminho.uminho.pt