

IDEAS...

What is an idea?

An **idea** is a thought or aim which gives a direction to an activity.

How to search for business ideas?

- To repeat somebody`s successful idea.
- To create one idea from two.
- To solve other people`s problems.
- To improve successful ideas.
- To do what are you good at.
- To use waste to create something.
- To bring ideas from a trip.
- “Brainstorm“.
- To know people`s needs.
- To search empty places in market.
- To improve a product or a service.
- Don`t be afraid to dream.
- Keep the rule-what is the best, it is not created yet.

Creation of an idea:

- “Brainstorm“.
- Pizza method.
- Walt Disney room etc.

Alex Osborn “Brainstorm“

Rules:

- It is forbidden to criticize;
- Any idea is acceptable;
- The more ideas you have, the more opportunities to choose the best;
- You should join, match others ideas and get a feedback.

Pizza method- copy of an idea.



Walt Disney rooms:

- Dreams room;
- Reality room;
- Critics room.