

Online workshop 'Idea generation & evaluation

English version, TEAMS

0	<p>Introduction</p> <p>The topic of this workshop is 'idea generation': the process of generating a large amount of rich, high quality, applicable ideas for a business context. The workshop consists of 3 phases:</p> <ol style="list-style-type: none"> 1. Outside – in: Generating as many ideas as possible from the perspective of the problem at hand. 2. Inside – out: Exploring your assets; your knowledge, experience, networks and vision of the future, and sharing them in your team to get inspired. 3. Opening up worldviews: Adding new ideas or elaborating on them, inspired by the new perspectives and your own assets. <p>For every phase you will receive instructions in this main channel. These instructions will be on: What the assignment is, where you need do the assignment and the desired outcome. When your time for the assignment is up, you will be asked to come back into the main TEAMS channel or beamed back after 'a break-out session'.</p> <p>After the idea generation process is finished, we will go into the evaluation phase in which you will choose the idea you want to work on.</p>	<p>Activity in 'general' channel</p> <p>5 min.</p>
1	<p>Round 1: Individual idea generation</p> <p><i>Prompt</i></p> <p>You are asked to give input for business ideas for an organization or a new start-up in the area of sustainable development. These business ideas can concern people, planet and/or profit, and may lead to social, environmental and/or economic gains. What business ideas come up in your mind? You do not need to worry about whether the ideas have a high or low potential for success. Do</p>	<p>Activity in channel 'team'</p> <p>10 min.</p> <p>Assignment 'round 1'</p>

<p>not limit yourself; the more ideas you can list, the better. You have 10 minutes.</p> <p><i>Please keep tuned to this channel, while you fill in your designated assignment in the folder 'Idea Generation'.</i></p>	<p>in individual document</p>
<p>Round 2: Group Brainstorm</p> <p>Here you are, back again. Congratulations, the first step of this hackathon is taken: you have made a list of your initial business ideas. Now it is time to take the next step. To further enrich the ideas generated or to come up with business ideas it is important to also consider what your personal resources are. Maybe you are not even aware of them. Consider prior knowledge, personal networks, experiences and your ambitions. Think for example about side jobs, hobbies, side-projects, personal networks, family business and so forth. <i>What is your bird in hand?</i></p> <p>Take a minute or 2 to think about:</p> <ol style="list-style-type: none"> 1. What personal knowledge, experience and network do you have that might help you coming up with a business idea? 2. What is your vision of the future you want to contribute to? <p><i>Please return to your designated Team-channel to continue round 2</i></p>	<p>Back in Main channel</p> <p>2. min</p> <p>Note making:</p>
<p><i>Prompt</i></p> <p>Ready? Now, go and meet your fellow group members and introduce yourself and your ideas for the business. Share about your knowledge, experience and networks and your vision of the future; what possible business ideas do you see?</p> <p>No need to pick and choose the best ideas, just share...</p>	<p>Sharing circle in TEAMS channel</p> <p>25 min.</p> <p>[reminder of instructions available in folder]</p>

<p>Round 3: individual idea generation Part II</p> <p>Welcome back again. Already half an hour past. I was probably nice to get to know your fellow students a little bit better and to recognize that their background, worldviews and networks may be different from yours. Maybe you got inspired by their story, experience or vision of the future. That was our main goal. Round 2 was all about getting inspired and opening up perspectives, and now it is time for round 3: using this new information to enrich your ideas or add new ideas.</p> <p><i>Please go back again to your designated Team-channel to start Round 3./</i></p> <p><i>Please keep tuned to this channel, while you fill in your designated assignment in the folder 'Idea Generation'.</i></p>	<p>Main channel 2 min.</p>
<p><i>Prompt:</i></p> <p>Individually, enrich or add new ideas for business ideas in the area of sustainable development, based on your new insights. <i>Again, no need to worry about whether the ideas have a high or low potential for success. Do not limit yourself; the more ideas you can list, the better. You have 10 minutes.</i></p>	<p>TEAMS channel 10 min. Assignment 'round 2' in individual document</p>
<p>Closure Idea generation</p> <p>Welcome back again. This was the workshop: 'Idea generation'. Now we will move on to the next phase: Idea evaluation.</p>	<p>Main channel 1 min.</p>

	Optional Round 4: Individual evaluation (criteria & assessing)	30 min
	Round 5: Group evaluation (criteria & assessing)	30 min

Round 1: Idea Generation Part I

Instructions

1. You are asked to give input for business ideas for an organization or a new start-up in the area of sustainable development. These business ideas can concern people, planet and/or profit, and may lead to social, environmental and/or economic gains. What business ideas come up in your mind?

You do not need to worry about whether the ideas have a high or low potential for success. Do not limit yourself; the more ideas you can list, the better. You have 10 minutes.

Use the following space to list all ideas that come to mind and list each idea separately as #1, #2, and so forth.

.....

.....

.....

Round 2: Bird in the hand

Consider prior knowledge, personal networks, experiences and your ambition. Think for example about side jobs, hobbies, side-projects, personal networks, family business and so forth. What is your bird in hand?

1. What knowledge, experience and network do you have that might help you coming up with a business idea?
2. What is your vision of the future you want to contribute to?

Round 3 individual idea generation Part II

Enrich or add new ideas for business ideas in the area of sustainable development, based on your new insights. Again, no need to worry about whether the ideas have a high or low potential for success. Do not limit yourself; the more ideas you can list, the better. You have 10 minutes.

Use the following space to list all ideas that come to mind and list each idea separately as #1, #2, and so forth.

.....
.....
.....

Round 4 – Individual evaluation of generated ideas

1. What arguments do you think are most important when determining the potential for success of the ideas?

Please take 5 minutes to select the 5 arguments you think are most important when determining the potential for success of the ideas. Please write down a 'X' in front of the arguments of your choice.

- Superiority of product/service
- How novel the idea is
- Ability to generate recurring revenues
- Intuition or gut feeling
- Solving a customer's problem
- Manageable risk
- Potential to change the industry
- Existence of an ecosystem (other companies, persons) with whom to develop the idea
- Extent to which idea is based on new technology
- Cost of customer acquisition
- Alignment with personal means (my prior knowledge, experience and networks)

2. Choose your 2 best business ideas for new start-ups or existing organizations you want to present to your group members.

.....

Round 5 – Group evaluation

Share your 2 best ideas with the group

Arrange the 2 best business ideas for new start-ups or existing organizations of all group members. Please, compare the ideas of all group members (so when the group consists of 7 persons, you have to compare 14 ideas). Arrange the business ideas in order of their potential for success, with the idea with the most potential for success on top and the idea with the least potential for success at the bottom.

Please, take 15 minutes to arrange the self-generated business ideas. Do not forget to mention each personal code belonging to the ideas.

.....

.....

.....

.....

.....

.....

.....

Describe the motivations for your idea of choice. On what grounds did you choose your top two ideas to have the most potential for success?

--