

Ideas and market





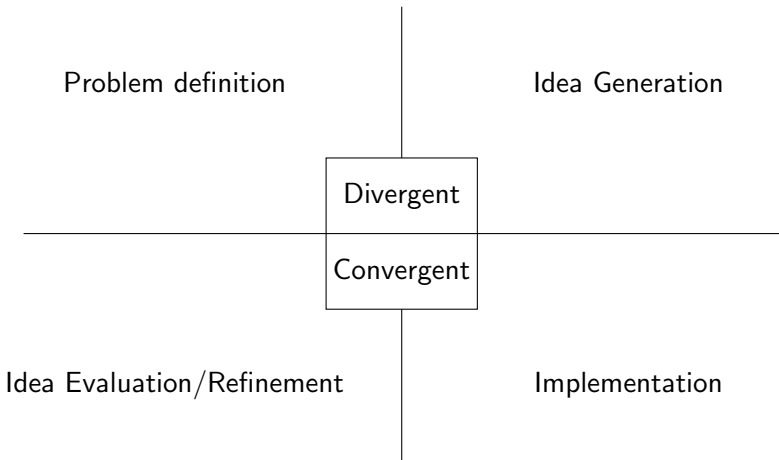


How do you prove a mathematical theorem?

$\sqrt{2}$ is irrational.

$$|\mathrm{ASM}(n)| = \prod_{k=0}^{n-1} \frac{(3k+1)!}{(n+k)!}$$

- ▶ Focus on quantity of ideas;
- ▶ Welcome unusual ideas;
- ▶ Combine, improve and modify;
- ▶ Suspend judgement.



What your company does and why?

- ▶ Aims/Objectives

- ▶ What does the business hope to achieve?
- ▶ Create **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime bound objectives.

- ▶ Creating value

- ▶ What are the main features and benefits?
Think: durability, low price, portability, long lasting usage, affordable, can it be used anywhere?
- ▶ Consider the environment in which you are to operate.
Think: economy, regulation, legislation, funding, is there a report highlighting the need?

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