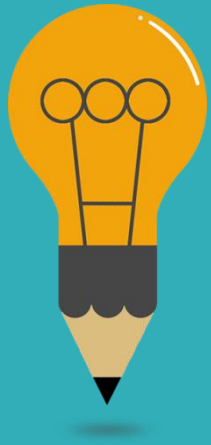


GENERATING BUSINESS IDEA

Week 2 – Inovasi & Kewirausahaan



Topik Materi

1. Business Market Understanding
2. Creative Problem Solving and Design Thinking as Fundamentals in Innovation*
3. Generating Idea and Opportunity Recognition
4. Business Risk
5. Technology Based Business (Technopreneur)*
6. Legal and Business Ethic Principles
7. Sharing Session (business practitioners)
- UTS : Ujian Tertulis
8. Writing Business Plan Part 1
9. Writing Business Plan Part 2
10. Writing Business Plan Part 3
11. Business Model Canvassing part 1
12. Business Model Canvassing part 2
13. Funding for Business
14. BMC Presentation (Video)
- UAS : Business Plan Presentation

SOURCES OF IDEA



SOURCES OF IDEA

Konsumen

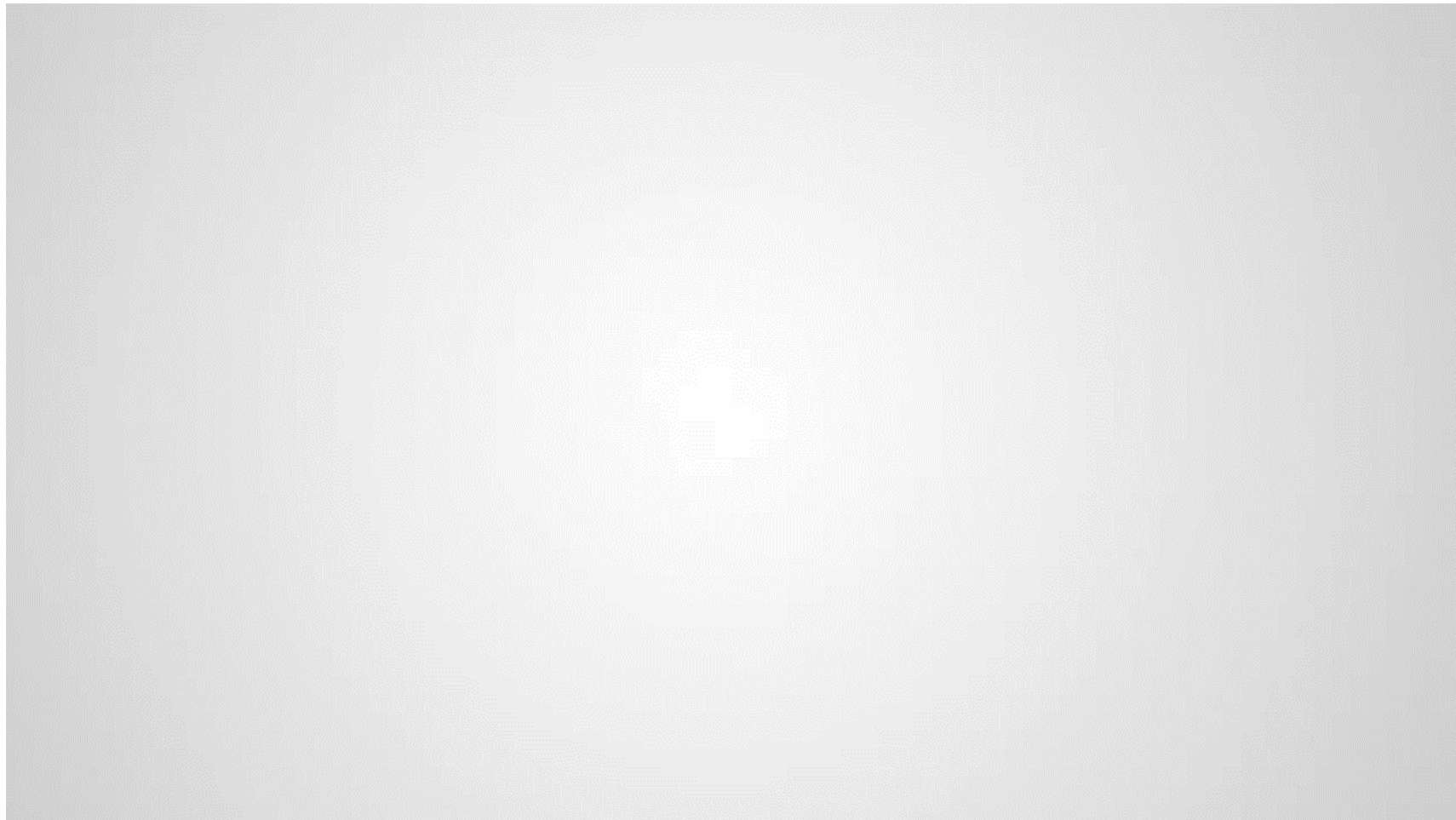
Supplier

Pasar

Pesaing

Teknologi







Hasil survei Peggy Lambing:

- 43% responden (wirausaha) mendapatkan ide bisnis dari pengalaman bekerja
- 15% responden telah mencoba dan mereka merasa mampu mengerjakannya dengan lebih baik
- 11% responden memulai usaha untuk memenuhi peluang pasar
- 31% memulai usaha karena hobi



Approach In Generate Idea

"in-side out" atau "idea generation"

gagasan sebagai kunci yang menentukan keberhasilan usaha.

"the out-side in" atau "opportunity recognition"

merespon kebutuhan pasar

Recognizing a Gap In The Market

- **Adapting:** Can you take an idea that's already working in another part of the country or abroad and bring it to your own market?
- **Locating:** Do customers have to travel too far to reach their present source of supply? This is a classic route to market to shops, hairdressers and other retail-based business, including those that can benefit from online fulfillment.
- **Size:** If you made things a different size, would that appeal to a new market.
- **Timing:** Are customers happy with current opening hours? If you opened later, earlier or longer, would you tap into a new market?

Porter's Strategic Options

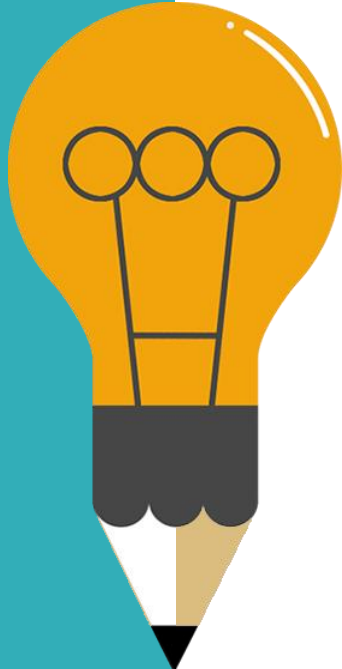


Great Business Idea

“Customer Needs!”



Before You Start Planning...



01

You do not want to expend lots of time on every idea that you might be considering

02

Your time will be best spent on the ideas that have the biggest potential and the greatest chance for success

03

*Once you've identified that opportunity, the next step is to start detailing **action items** that you need to complete in preparation for planning*

“

Time is the ultimate ally and enemy of the entrepreneur. The harsh reality is that you will not have enough time to pursue all the ideas for business you and your team can think of.

You have to find and make the time for the good ones.

”

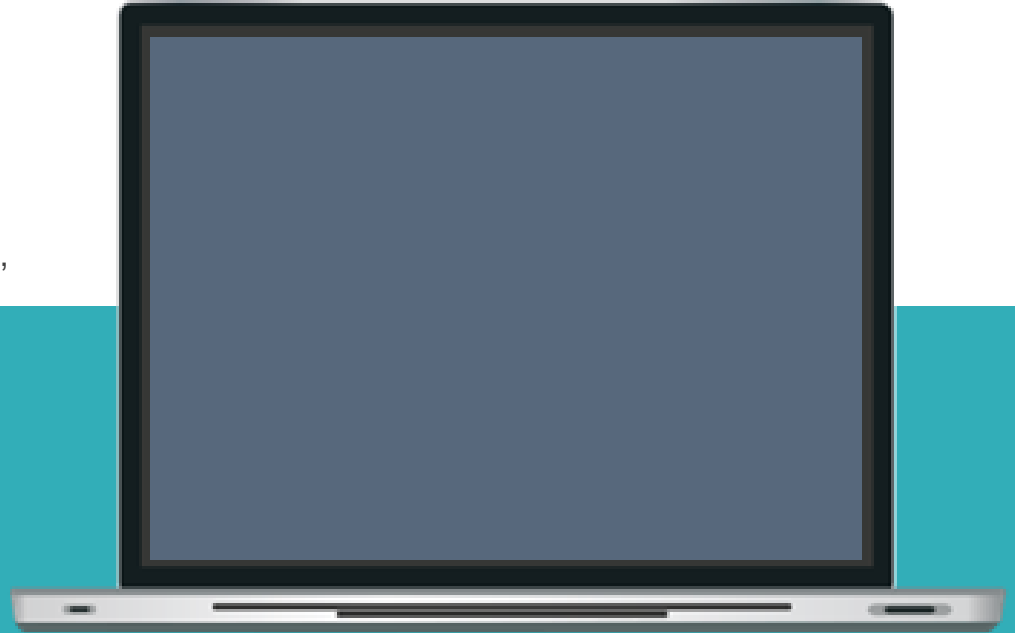


**You do not have a strategy until you are
saying no to lots of opportunities!**



Recognizing that you can't do thorough business planning for each and every idea you think has merit,

it is important to quickly screen ideas to determine which ones deserve more attention.



Four Anchor

of Opportunities



They **create or add significant value** to a customer or end user



They do so by **solving a significant problem**, or **meeting a significant want or need**, for which someone is willing to pay a premium



They therefore have robust market, margin, and **money-making characteristics** such as: high growth, high margin, high profit potential, etc



They are **good fit** with the founder(s) and management team at the time and in the marketplace and with the risk–reward balance

Factors	Weight	A	B	C	Total
Demand	25%				
• Potensi Pasar					
• Pemenuhan Kebutuhan Customer					
• Margin					
Operations	25%				
• Ketersediaan Sumber Daya					
• Keahlian yang dimiliki					
• Peluang Partnering candidate					
Finance	40%				
• Pemenuhan Biaya yang diperlukan					
• Kecukupan Modal yang diperlukan					
• Potensi Profit					
Pemenuhan Regulasi	10%				
Total					

Tugas Kelompok

- ☐ Tentukan ide bisnis kelompok Anda (minimum 3), dan gunakan tabel bobot untuk mendapatkan ide prioritas.
- ☐ Terapkan juga materi yang diberikan oleh Dosen Tamu dalam mengenerate ide bisnis Anda.
- ☐ Ide kelompok anda ini nantinya akan dilanjutkan dengan membuat Business Model Canvas dan Business Plan.
- ☐ Tugas disubmit pada minggu ke-5.

References

- Jeffry A. Timmons, Andrew Zacharakis & Stephen Spinelli. (2004). Business Plans That Work: A Guide for Small Business. McGraw-Hill.
- Barrow, Colin and Barrow, Paul & Brown, Robert. (2018). The Business Plan Workbook. 9th Edition. Kogan Page.



Thank You