Experiment No. 1

Date: _____

Aim: Business Idea Generation using Mind Mapping

Hardware Requirements:

Internal memory – Minimum 2GB RAM

Processor – Intel Core i3 and above / ARM-based processors (for tablets)

Software Requirements:

Online: Coggle / MindMeister / Canva

Offline: XMind / FreeMind

Operating System:

Windows 10 and above / Linux / macOS / Android / iOS (browser-based or app-based tools)

Theory:

Mind Mapping is a visual ideation technique used to generate, develop, and connect ideas around a central business problem or theme. It encourages free thinking and creativity and helps entrepreneurs discover new angles and solutions.

In this experiment, We start with a central theme ("InfluenceConnect – Influencer Marketing Platform") and expand into branches like Target Market, Services Offered, Revenue Streams, and Marketing Strategies. Each branch is further broken down into sub-branches representing problems faced in influencer marketing, possible solutions provided by InfluenceConnect, types of users (brands & influencers), service delivery methods, etc. This visual exploration helps identify innovative, real-world business opportunities in the influencer marketing industry.

Procedure:

Choose a central problem theme related to student or community life.

Use a software tool or draw manually to start a mind map.

Branch out to identify areas of opportunity (pain points).

Sub-branch those into ideas, possible solutions, technologies, target users, etc.

Highlight one business idea derived from the map.

Output:

A completed Mind Map visually representing one viable business idea.

Each batch will submit their map and present the thought process.

Conclusion:

Students successfully used Mind Mapping as a creative tool to identify and structure entrepreneurial ideas. The method facilitated lateral thinking, collaborative discussion, and a clear path from problem identification to startup ideation.