

1) What is Creativity, and how does it contribute to innovation in entrepreneurship?

Creativity is the generation of novel and useful ideas. In Entrepreneurship, it acts as the foundation for innovation by providing unique solutions, products or services that solve real-world problems or satisfy unmet needs.

2) Describe the stages of the Creative Process and explain the significance of each stage.

- * Preparation - Gathering information and materials
- * Incubation - Letting ideas simmer in the subconscious
- * Insights - Looking for the relevant insights
- * Evaluation - Thinking about the reactions
- * Elaboration - requires greater self-discipline, dedication and perseverance.

3) Identify and explain at least three barriers to creativity in an organizational setting

• Resistance to Change

- most of times when comes with a new innovative ideas, people just resistance for changing in to the new approaches.

• Fear of something going wrong.

- Innovations always comes with risk, some times it can be negatively affected for the creativity

• Resource Constraints.

- It required higher amount of resources, when it comes to the innovation.

• Non Available freedom of thinking

- Some times innovation comes with freedom of taking some times with experience and interactions. all together needed open mind for it.

- 4) How Can Organizations overcome these barriers to foster a more innovative environment?
- Encourage freedom and risk taking
 - Reward creative efforts
 - Create open communication and collaborative environments.
- 5) Discuss the different sources of new products ideas mentioned in presentation
- Basic Research (Basic research are directed to the development of new product ideas)
 - Production stage (These workers can provide ideas aimed at improving quality, cost and performance)
 - Sales force & Customer feedback can be taken in to the direct product improvements)
- 6) How Can Sales force and Customers contribute to Innovation Process.
- * Sales Force :- Provides the insights from customers, trends and market reactions
 - * Customers :- Can take direct feedback, comments, suggestions and needs for the product improvements.
- 7) Explain the process of turning an idea into an opportunity.
- Solve a real problem
 - adds customer values
 - Is interactive and timely
 - Fits with the capabilities of Enterprise

8) Why is it important for an entrepreneur to innovate for the present rather than future?

Innovating for the present ensure relevance, Address current needs and Creates immediate value rather than waiting for future demand.

9) List and explain the personality traits commonly found in creative people.

- Independent. (They move open and free of thinking, that leads for innovation)
- Risk taker (Innovation is always comes with risk, should be on risk taker)
- Curious - (Due curiosity leads to the new knowledge and experience)
- Imagination (They should be have an great Imaginational skills to innovate great things that others don't see.)

10) Reflects on your own personality. Which of these traits do you possess, and how do you influence your creativity?

- I'm so Curious and Persistent, which helps me explore ideas deeply and work through obstacles Creativity.

11) Define and differentiate between Innovation, Extension, duplication and Synthesis

- Innovation - new and original product / service
- Extension - new use or different application of some.
- Duplication - Copying an existing idea.
- Synthesis - Combining existing ideas into a new concept.

(12) Provide Examples of Each module of Innadron in a real world context.

- Innadron - Uber rides (Sharing model)
- Extensidron - Baking soda used as deodorizer
- Duplication - local versions of Amazon
- Synthesis - Smart Phone Combining Camera, Phone Internet, Apps - etc.