# Ideation (Business Model Canvas)

Not every idea is profitable, not every idea is going to be viable, it is important to analyse our ideas, and identify something that is going to sell. Selling is the core of a business.

It is important that we maximise our profitability.

Strategic fit is crucial.

Do not be everything to anyone. Focus on one thing. The best way to compete is not to compete.

David Gibson. Check him out.

Workshops: Introduction to Ideation, Identifying Market Needs, Problem Framing, Idea Generation, Idea Evaluation and Selection , Prototyping and Validation, Pitching and Implementing ideas.

Ideation is the process of generating, developing, and implementing creative ideas to solve problems and seize opportunities.

The startup lifecycle, Strategic choices, The 7 P’s of marketing(Check with AI and youtube).

Strategic is about influencing the buying decision of customers. Everything you do if it is not influencing the buying decision of customer then you drop it.

There 3 ways of influencing the buying decision.

you should focus on your client.