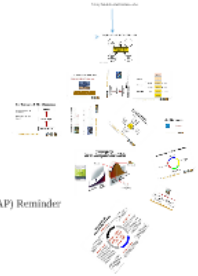
In groups of 4:

15 Best Startup Ideas



Opportunity Assessment Project (OAP) Reminder

Ann McCormick

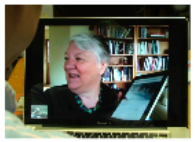
- Founder and CEO of Learning Friends
- Founded the Learning Company, served as Chairman of the Board and Lead Designer, shaping the design of the company's first 18 products, including Reader Rabbit and Rocky's Boots
- TLC Launched a new category of software and a leading national brand
- Advisor to education and technology leaders in 25 nations, consulted with Apple Computer, IBM, Northern Telecom
- Vice President of VPL, a virtual reality company

- Author or coauthor of chapters and articles on childhood and computing, and appeared on television shows such as Dr. Dean Kamen's Show.
- Parent's Choice Award, Best Software of the Year from Learning Magazine and Entrepreneur of the Decade from Junior Achievement
- Doctorate in Education at the University of California at Berkeley
- 100th Anniversary Commencement Address

15 Worst Startup Ideas

Create a 3-5 minute ad for your "worst startup idea" turning it into a good idea

Thank you Ann!



What did we learn?

1. E-ship is about seeing problems as opportunities
The bigger the problem, the bigger the opportunity!

2. How to optimize/hack brainstorming
(customers/lead users as fertile source of ideas)

3. Best combination is a creative visionary + operations/execution (hard to do)

Today's Agenda

1. How to Hack Brainstorming and Become More Creative
2. Your turn to brainstorm!

How to Hack Brainstorming?

What are characteristics of good brainstorming sessions?

eativity / Brainstorming Takeaways

) Creative visionaries / Lead users / talking to customers often a fertile

of ideas

organizing can lead to increased group creativity

how many areas do you want to be

TABLE 3
Means and Standard Deviations, Experiment 2

Dependent Variables	Group Size: 6		Group Size: 12	
	Electronic Brainstorming	Nonelectronic Brainstorming	Electronic Brainstorming	Nonelectronic Brainstorming
Number of nonredundant ideas[a]				
Means	39.10	30.20	85.90	29.50
s.d.	10.32	12.04	23.43	3.62
Overall quality				

Table 2

Average Number and Quality of Ideas Suggested By Real and Nominal 4-Person Brainstorming Groups Working Under Personal- Versus Collective-Assessment Instructions

	Measure			
Condition	Number of ideas	Number of good ideas	Average originality	Average feasibility
Real group				
Personal	32.33	3.00	2.52	2.90
Collective	23.66	2.00	2.49	3.07
Nominal group				
Personal	84.33	13.33	2.46	2.60
Collective	64.66	5.66	2.43	2.70

Note. Lower numbers indicate higher originality and feasibility.

Table 4

Average Number of Ideas Suggested By Real and Nominal 4-Person Brainstorming Groups Working Under High- Versus Low-Evaluation Apprehension and Collective- Versus Personal-Assessment Instructions

Condition	Type of assessment	
	Collective assessment	Personal assessment
Real group		
Low-evaluation apprehension	34.50	52.50
High-evaluation apprehension	36.00	40.00
Nominal group		
Low-evaluation apprehension	82.00	102.00
High-evaluation apprehension	78.00	66.00

TABLE 1
Means and Standard Deviations, Experiment 1

Dependent Variables	Group Size					
	2		4		6	
	Electronic Brainstorming	Nonelectronic Brainstorming	Electronic Brainstorming	Nonelectronic Brainstorming	Electronic Brainstorming	Nonelectronic Brainstorming
Number of nonredundant ideas[a]						
Means	24.80	26.20	42.20	31.80	69.80	35.90
s.d.	8.22	9.68	11.77	11.87	19.10	10.11
Overall quality score[a]						
Means	70.95	67.65	125.30	81.35	205.90	109.20
s.d.	18.84	33.14	35.15	26.52	51.58	31.74
Number of high-quality ideas[a]						
Means	10.00	10.10	17.30	11.10	28.10	16.10
s.d.	3.33	5.68	3.71	3.66	7.84	5.42
Production blocking[b,c]						
Means	2.13	2.03	2.23	2.74	2.31	3.27
s.d.	0.95	1.24	1.03	1.19	1.05	1.34
Evaluation apprehension[b,c]						
Means	2.42	2.32	2.25	2.87	2.04	3.24
s.d.	1.21	1.00	0.90	1.10	0.87	1.54
Satisfaction[b,c]						
Means	5.05	5.72	5.36	5.22	5.38	4.81
s.d.	1.29	0.83	1.30	0.88	1.15	1.35

[a] Data are for 30 groups, two observations per group.
[b] Data are for 120 subjects, two observations per individual.
[c] The higher the value, the stronger the perception or attitude.

Electronic Brainstorming and Group Size. R. Brent Gallupe, Alan R. Dennis, William H. Cooper, Joseph S. Valacich, Lana M. Bastianutti, Jay F. Nunamaker, Jr. Source: The Academy of Management Journal, Vol. 35, No. 2 (Jun., 1992), pp. 350-369

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Means and Standard Deviations, Experiment 2

Dependent Variables	Group Size: 6 — Electronic Brainstorming	Group Size: 6 — Nonelectronic Brainstorming	Group Size: 12 — Electronic Brainstorming	Group Size: 12 — Nonelectronic Brainstorming
Number of nonredundant ideas[a]				
Means	39.10	30.20	85.90	29.50
s.d.	10.32	12.04	23.43	3.62
Overall quality score[a]				
Means	146.00	99.10	340.00	111.00
s.d.	36.20	38.70	102.00	28.70
Number of high-quality ideas[a]				
Means	25.00	17.12	64.62	20.00
s.d.	7.56	7.81	14.94	4.60
Production blocking[b,c]				
Means	2.69	3.11	2.34	3.66
s.d.	1.26	1.26	1.20	1.37
Evaluation apprehension[b,c]				
Means	2.33	3.13	2.01	3.78
s.d.	0.95	1.23	0.96	1.38
Satisfaction[b,c]				
Means	5.07	4.73	5.64	4.35
s.d.	1.41	1.30	1.12	1.26

[a] Data are for 16 groups, two observations per group.
[b] Data are for 144 subjects, two observations per individual.
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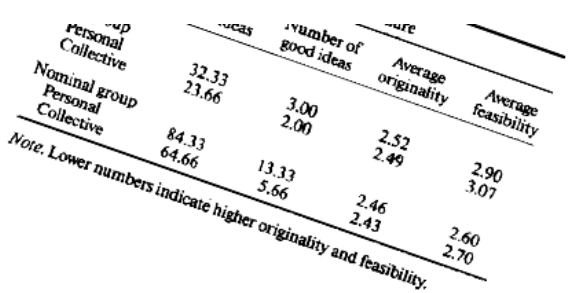

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Brainstorming

1. Capture Ideas
    a. Write them down
    i. Beware of the tyranny of the pen
    ii. Everyone writes
    b. Record them Audio
    c. Video
    d. Pictures
2. Frame the Problem
    a. A question contributed?
    b. Neither too broad not too narrow
3. Facilitator - separate idea creation from idea screening!

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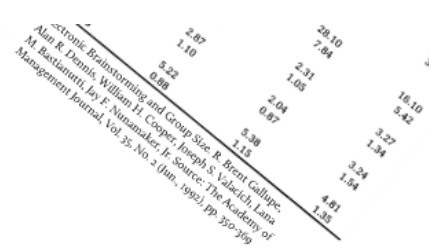

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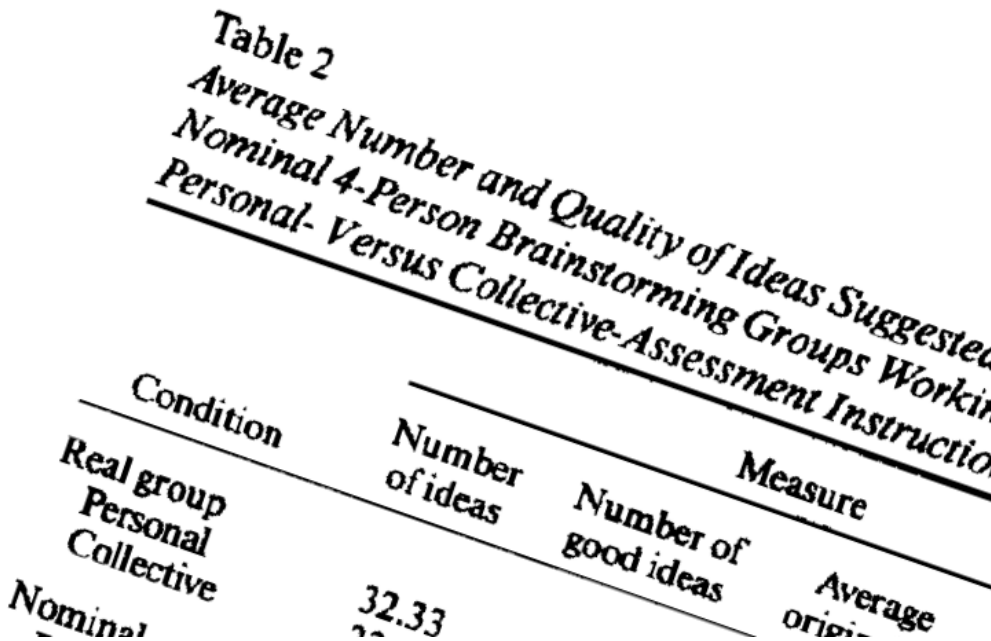
When are you going to use brainstorming in entrepreneurship?



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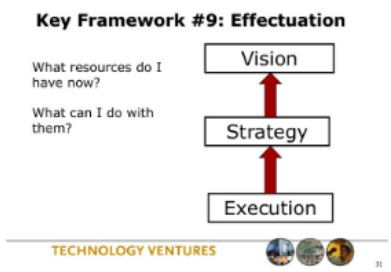

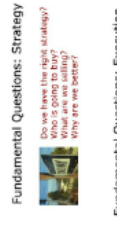

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3. Best combination is a creative visionary +
operations/execution (hard to do)

Creativity / Brainstorming Takeaways

1.) Creative visionaries / Lead users / talking to customers often a fertile source of ideas

2.) Certain ways of organizing can lead to increased group creativity (plus sales/profits)!

Purpose of creativity in a startup - In how many areas do you want to be doing something new?