

KOLEHIYO NG LUNGSOD NG DASMARIÑAS

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Building the foundation for the
Dasmarineños



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From Idea Generation to Opportunity Recognition

- In order for an idea to be feasible, it must be fresh or inimitable or at least a twist from an existing concept that will be acceptable and adoptable in the market.
- The concept should be something of value to consumers, because it is a need, a desire, useful and has the capacity to earn profit.
- Not all idea could be an opportunity.
- The best ideas are those that could be transform into doable opportunity.



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From Idea Generation to Opportunity Recognition

• IDEATE Method

- Is an ideation process empirically proven to help budding entrepreneurs recognize problems, cultivate innovative solutions, and choose the best creative entrepreneurial idea.

- Identity
- Discover
- Enhance
- Anticipate
- Target
- Evaluate



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