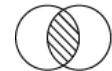


# **Intro to “Making ideas happen”**



**StudentVentures**

# Innovation Models



1

**Start with  
ideas.**



2

**Start with  
customer needs.**



What's Wrong with  
Ideas-First?

# People Buy Products that Help Them Get a Job Done Better and/or More Cheaply

1

To get the job done better, companies must identify and address the underserved outcomes.

2

To get the job done more cheaply, companies must identify and address overserved outcomes.



**Listen to Music**

# Products Over Time

1948

Vinyl



1984

CD



2001

iPOD



Listen to Music



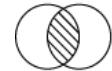


**Brush My Teeth  
in the Morning**

# JTBD

## Čekanje u redu

# Talk to your customers



**StudentVentures**

**This is iterative  
process**

# How to ask good questions

1. What do you think about this idea?
2. Would you be interested in a product that solves this problem?
3. Tell me about the last time you had this problem?

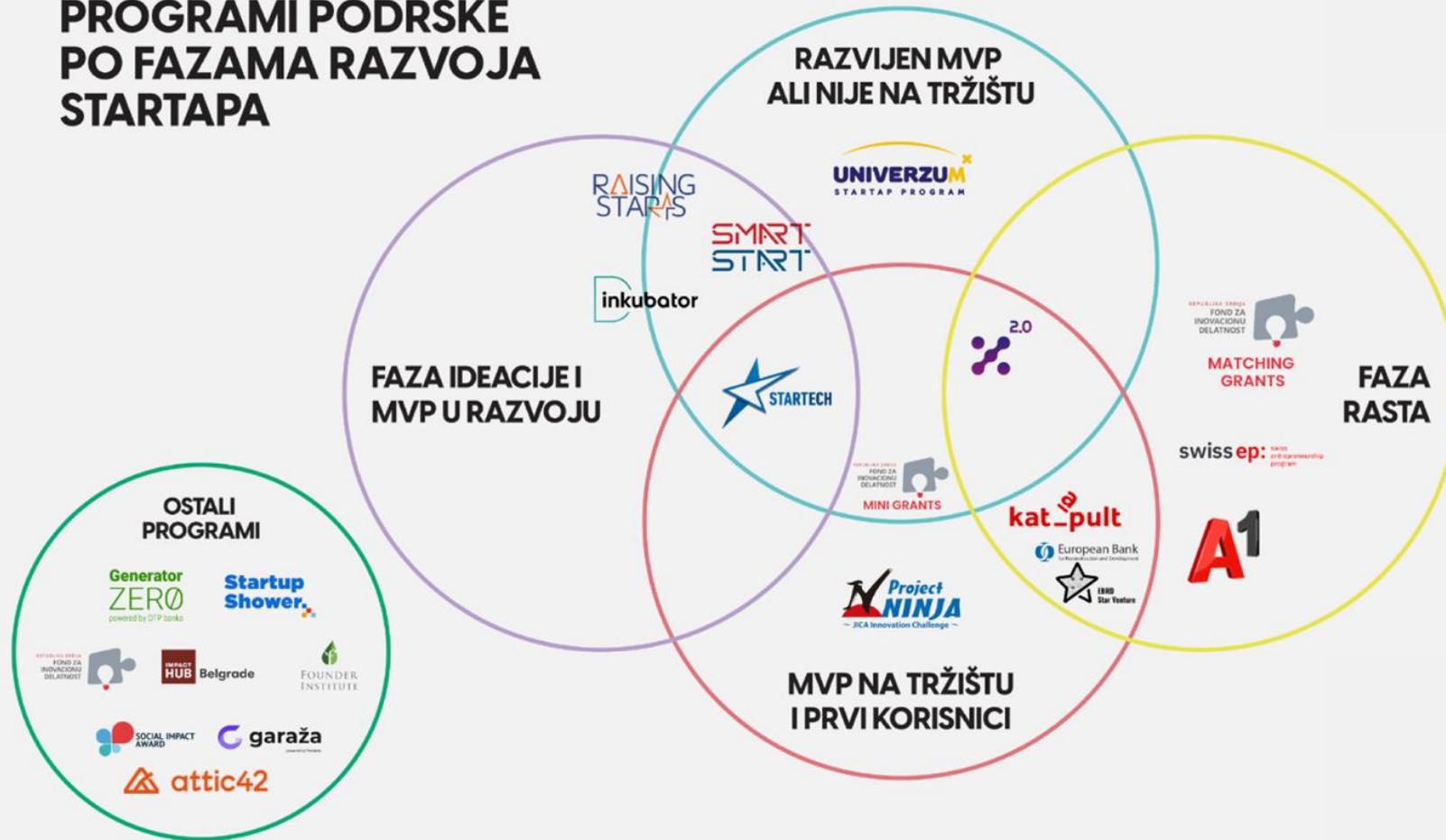


You can get money for  
your idea, cool right



StudentVentures

# PROGRAMI PODRŠKE PO FAZAMA RAZVOJA STARTAPA



# Тражимо младе лидере из Србије

Позивамо младе са визијом!

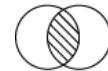
Желимо да чујемо ваше идеје за пројекте и пружимо вам подршку  
у стварању будућности какву желите за Србију.

Придружи се БОЛД-у још данас  
како би се повезала/повезао са другим младим  
лидеркама/лидерима који желе да оставе свој траг.

[ПРИДРУЖИ СЕ >](#)

BE A LEADER,  
MAKE A DIFFERENCE

# Investor Pitch



**StudentVentures**

[startstudentventures.com](http://startstudentventures.com)

