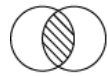


Intro to “Making ideas happen”



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Innovation Models



1

**Start with
ideas.**



2

**Start with
customer needs.**

A photograph of a weathered, rectangular 'WRONG WAY' sign with a red border, mounted on a wooden post. The sign is positioned on a sandy beach with tire tracks. In the background, the ocean is visible under a vibrant sunset sky with orange and pink hues. Two small figures of people are walking on the beach in the distance.

**WRONG
WAY**

**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






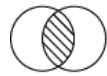
**Brush My Teeth
in the Morning**

JTBD

Čekanje u redu



Talk to your customers



StudentVentures

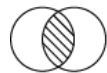
**This is iterative
process**

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?

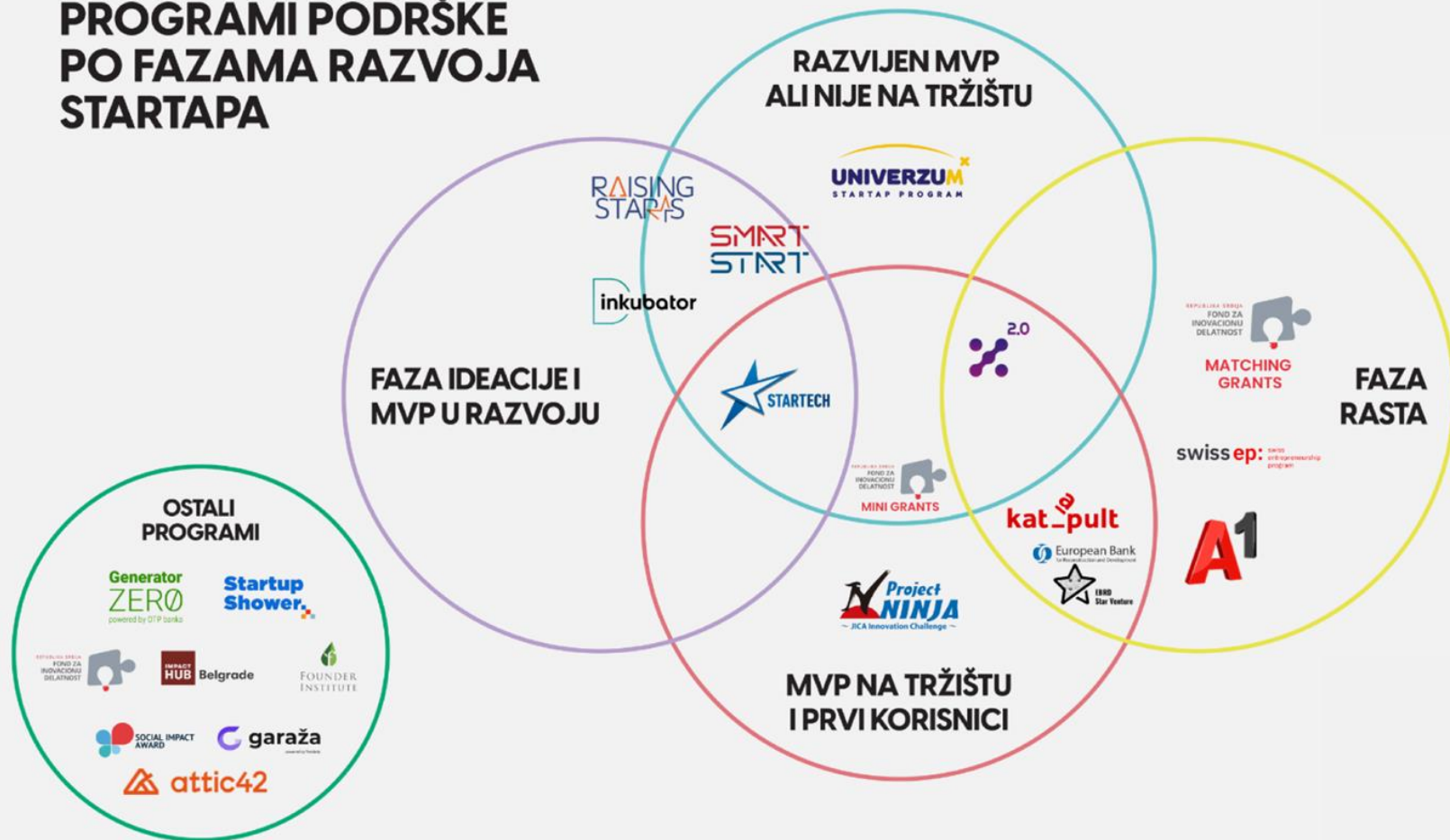


**You can get money for
your idea, cool right 🚀**



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PROGRAMI PODRŠKE PO FAZAMA RAZVOJA STARTAPA



Тражимо младе лидере из Србије

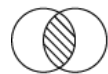
Позивамо младе са визијом!
Желимо да чујемо ваше идеје за пројекте и пружимо вам подршку
у стварању будућности какву желите за Србију.

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



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