

CPSC 499.01 (Fall 2017) Software Entrepreneurship

Ideation Exercise Report (Individual 5%)

The Ideation Exercise is to be completed in two parts. Part I you complete individually to document: (i) your initial thinking around business ideas that you might like to pursue, (ii) ideas that might stem from life events that you have had, (iii) ideas stemming from your work experience, or (iv) ideas stemming from gaps or pain points you have noticed.

During the second part, you draw upon others in the class to help you generate additional ideas that build upon your ideas and then get initial feedback on whether any of these *ideas* might be *opportunities* of interest (*gamestorming* during Sept 21 lecture). You will provide similar feedback for others in the class.

The output from this Ideation Exercise are intended to prepare you for selecting your team based upon some common interests, overall coverage of the Talent Triangle and some early work on identifying an opportunity.

The Ideation Exercise Report is to be a maximum of two pages single spaced in 12pt Times New Roman, with no more than 1" margins.

Please submit this via the D2L dropbox (Ideation Exercise Report) by **noon** on Sep 25, 2017.

Marking rubric:

Criteria	1 point	0 point
Individually brainstorm business ideas	The ideas do not need to be viable businesses or meet a known need but provide a minimum of 5 ideas and aim for 10-20 if you are fully completing this component.	No individually brainstorm business ideas
Identify where the ideas came from	You can use the framework in the deliverable description: (i) your initial thinking around business ideas that you might like to pursue, (ii) ideas that might stem from life events that you have had, (iii) ideas stemming from your work experience, or (iv) ideas stemming from gaps or pain points you have noticed. Or organize the source of ideas using your own framework but aim for a diversity of sources.	This part is missing.
Speedboat game	Select 1 idea for presentation and feedback to a few colleagues using the Speedboat game to provide the 'anchors' for what might hold the idea back. The main component here is that you identify your Selection Criteria for how you picked your idea for presentation.	Missing speedboat game
Document the feedback you received from your colleagues	To fully address this component, include your speedboat diagram (i.e., digital picture/scan) along with some written description to explain the anchors.	No documentation of the feedback
Updating the idea	Document your key learnings, changes in thinking or assumptions that were validated (or not) based upon the feedback you received and any further thinking you did.	No updating about the idea