

Ideation

Start responding to the launched challenges! Do you have ideas for solving challenges? Describe them and discuss them with other SOCRATIC users. Do you have feedback to ideas proposed by other SOCRATIC users? Add comments to the proposed ideas. All ideas will benefit from the different perspectives from several SOCRATIC users.

Define your idea

You get this brilliant idea to respond to the challenge. First, organize your thoughts with the support of the idea template. Think of who the beneficiaries are and which impact your idea will have on them.

It is also important to start thinking about the business aspects already now. The earlier you think about it, the more chance you have to bring your idea forward. Have a look on the tools you can use to work on business concerns.

Stakeholder map: Think of all actors that are affected by your idea. Your stakeholders. Often we tend only to think about the direct beneficiaries, however there are many other actors involved on your solution. Who has interest of it being successful, or unsuccessful? Who can contribute to it? Who will have power or influence on it?

Identify your stakeholders: Think about the context of the main beneficiaries for your idea. Which other actors are involved in their daily life in relation to the social need you wish to address? What about the family, public or private institutions, neighbours, politicians? What is their role? How does your idea fit their needs? Look at the context with eyes wide open!

Organize your stakeholders: Some may benefit from the idea, but have not much influence. Some can contribute and also have influence. How should you involve them for bringing forward your idea? Place them on the Power/Interest grid¹ and

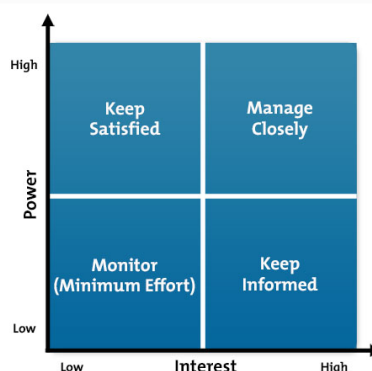


Figure 1. Power/Interest grid from Mindtools

¹ https://www.mindtools.com/pages/article/newPPM_07.htm

define a strategy adapted to their power and interest. Focus on engaging interested stakeholders with power, but do not forget to keep all people with power satisfied, and all interested people informed.

Identify the relations between the stakeholders. How can you exploit these relations? Can you piggyback on existing collaborations? Should you establish new collaborations? What form of collaboration is useful?

Business Model Canvas: The successful implementation of an idea depends on understanding the business context and exploiting business opportunities. The business model canvas is a template for organizing different business elements, such as customers, value propositions, key partners and finances. You can probably not provide all information as once, but is good to start early and to refine the model iteratively as the idea and solution get mature. You can start making a first draft, but later on you should work together with your stakeholders to refine the model.

Start thinking about your potential key partners and the key activities needed to develop your idea. Who are your potential customers? Think beyond the beneficiaries. Who may buy the products you are developing? For example, any public or private service institution? What is the value that you create for the main beneficiaries and other stakeholders that can benefit from your idea? How can you guarantee funds to operate and thrive? What are your competitors and suppliers?

Download the business model canvas from <https://strategyzer.com/canvas/business-model-canvas>

Elevator pitch: A good way to make your idea clear is to present it to somebody else. Focus on the core of your idea and highlight the value of the idea. How can you catch the attention of your auditor? How can you make your auditor remember the idea? Make your elevator pitch!

Why “elevator pitch”? It should be possible to present the idea in the time span of an elevator ride. Approximately thirty seconds to two minutes. If you manage to capture attention inside the elevator, then the auditor will go on discussing the idea with you after the ride.

Can the beneficiaries help you to refine and present your idea?

Getting insights from the beneficiaries is important to ensure the success of your idea. You have plenty of tools that can be used to gather experiences and information. Have a look at them and choose the one you feel more comfortable with:

- **Shadowing:** See description under the Prompts step. The focus of shadowing under ideation is to understand the context of the beneficiaries in order to develop relevant ideas.
- **Interviews:** See description under the Prompts step. The focus of interviews under ideation is to understand the context of the beneficiaries in order to develop relevant ideas, or to understand how potential ideas would fit in the context of the beneficiaries.

Questionnaires: While interviews provide deep insights for few beneficiaries, questionnaires allow to get feedback from a large number of beneficiaries. Questionnaires are useful for gathering opinions from many, but they allow to collect limited information without explanation.

Prepare your immersion: Which information do you want to gather? Who are your respondents? Are they representative of the beneficiaries you wish to solve a challenge for?

Define the questions: Questions should be clear, precise and easy-to-understand. Test your questions with a few persons before sending the questionnaire to your respondents.

Analyse the results: Analyse the answers, question by question. Summarize the answers given by each beneficiaries to all of them. Which are the common answers? Which are divergent? Are these differences due to differences in age, gender, location or any other factor? Once all the information has been analysed, synthesize the results. Use this as insight for the development of a useful idea.

Recruit creators and solvers with technical insights to refine your idea

SOCRATIC provides management tools in order to search for SOCRATIC users that can help you. If you have someone in mind in your network who is not registered yet, you can invite them to take part in this step of the innovation process. Ask them to comment your idea and contribute with documents and videos to the idea wall.

In order to facilitate the discussion, you can make use of collaborative documentation tools such as Google Docs and Pirate Pad. You can also use platforms for virtual meetings and webinars, such as Google Hangouts, Skype and Appear.in. The distance is not be a problem, it is an opportunity to gather many people!

The most involved people, the most potential co-solvers if your idea is selected! Get creators and solvers motivated!

Refine your idea based on all the gathered contributions and feedback.

You can edit your idea as much and as often you want. Work on it until you and your collaborators are satisfied! You can do that from your profile in the “My Ideas” management section until you reach the deadline for ideation.

It is time for selecting one or a few ideas for further work...

Both you and other innovators have been working hard defining ideas. Now, it is the time to select the best ones. Follow the voting of your idea and don't hesitate to vote on other ideas as well.

If you are the challenge creator, it is time for you to select the best ideas. The members of the Innovation Space can help you by assessing the ideas relevance and feasibility. Tap on their expertise and select the idea that will come true!