

Entrepreneurship & Creativity Tools

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Agenda



Entrepreneur? Why? What does your Ikigai say?



Good ideas vs good opportunities



Thinking out of the box



Creativity tools



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**Entrepreneur?
Why?
What does your Ikigai say?**

Motivations that lead an entrepreneur to start a new project

- Show that they are capable of implementing a dreamed project;
- Existence of an interesting opportunity;
- Long cherished dream;
- Difficulties in finding a work contract;
- Have more autonomy and independence;
- Problems in previous job;
- Willingness to take risks;
- Contribution to environmental and social sustainability.

Ig Nobel Prize 2004: Andre Geim





The Nobel Prize in Physics 2010

Andre Geim, Konstantin Novoselov

[The Nobel Prize in Physics 2010](#)

[Nobel Prize Award Ceremony](#)

[Andre Geim](#)

[Konstantin Novoselov](#)



Photo: U. Montan



Photo: U. Montan

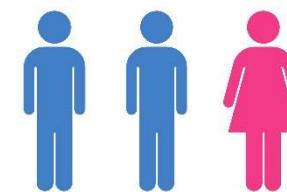
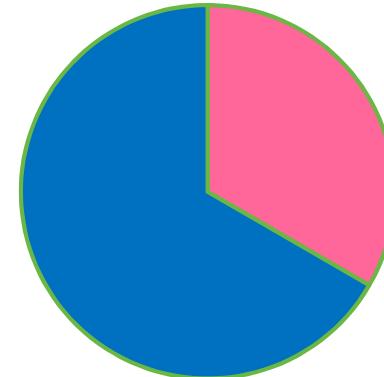
Andre Geim

Konstantin Novoselov

The Nobel Prize in Physics 2010 was awarded jointly to Andre Geim and Konstantin Novoselov "for groundbreaking experiments regarding the two-dimensional material graphene"

How Are Women Entrepreneurs Contributing To Economic Growth And Social Development?

- Women in upper-middle-income countries represented about one-third of all entrepreneurs starting high-growth businesses
- Women also represent one in three entrepreneurs globally offering innovations to national and international markets.



Source: Global Entrepreneurship Monitor 2022/2023 Global Report

What a Female Entrepreneurial Mindset Brings Into the Startup Ecosystem

- ✓ Clarity of thought and firm drive
- ✓ Believes in multi-tasking
- ✓ Masters the art of communication skills
- ✓ Women bring creativity to the business
- ✓ Intuition and sensitivity



Meghna Saraogi
Co-Founder & CEO, mirrAR by StyleDotMe

Women Entrepreneurs

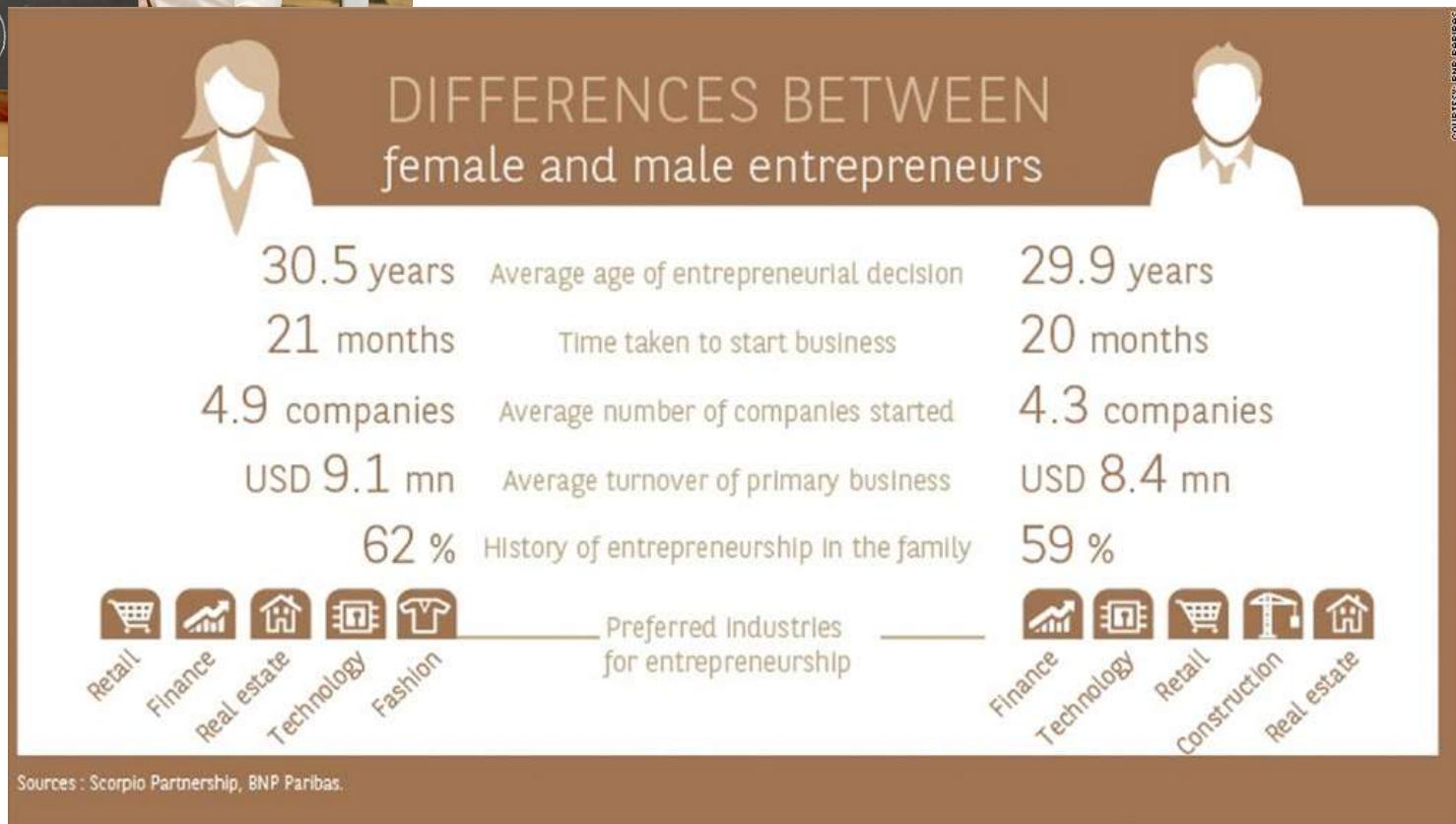
Women build bigger businesses

by Alanna Petroff @AlannaPetroff

© November 5, 2014 10:29 AM ET

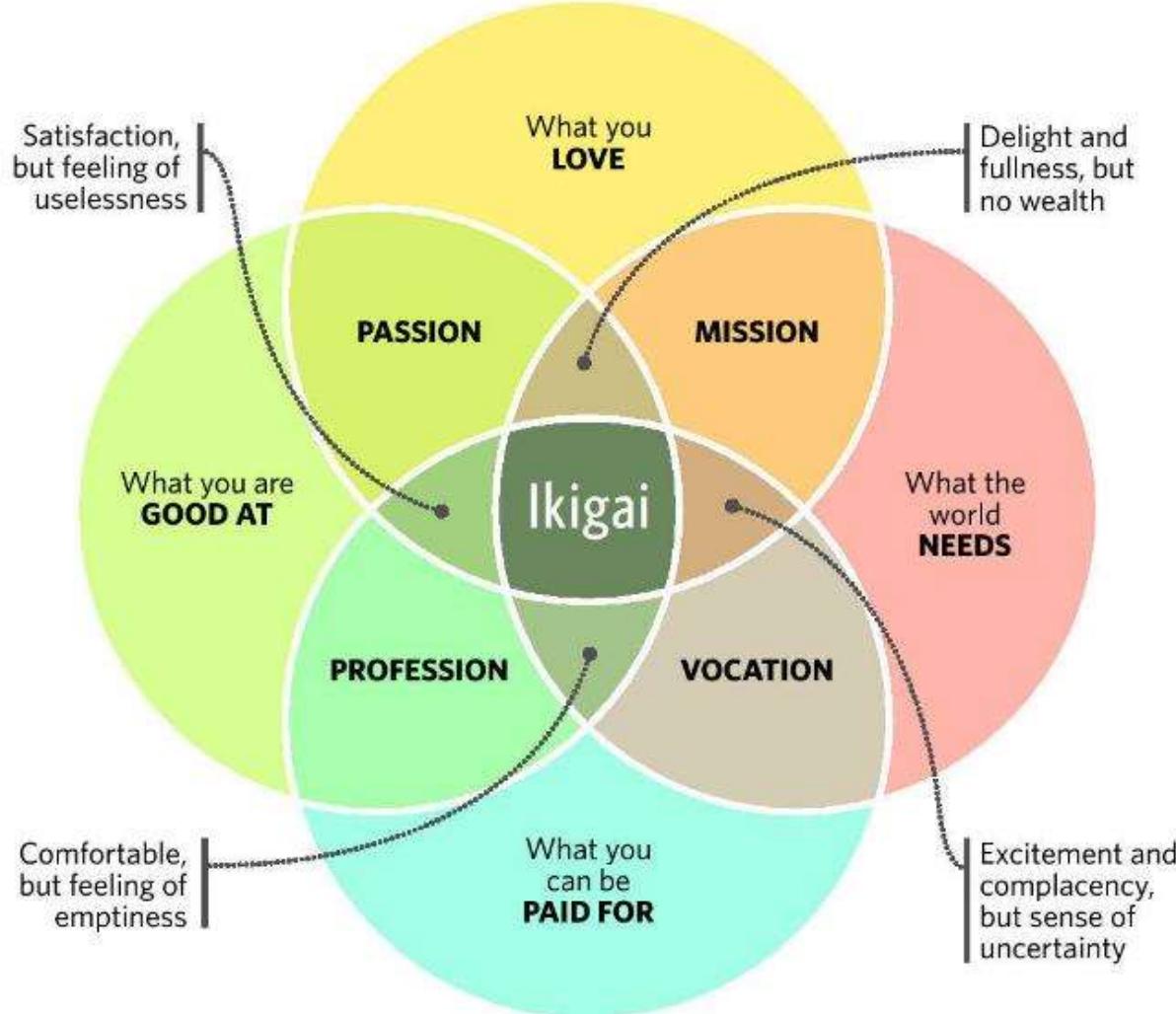


2500 interviews worldwide in 2014



Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



Marshmallow Challenge

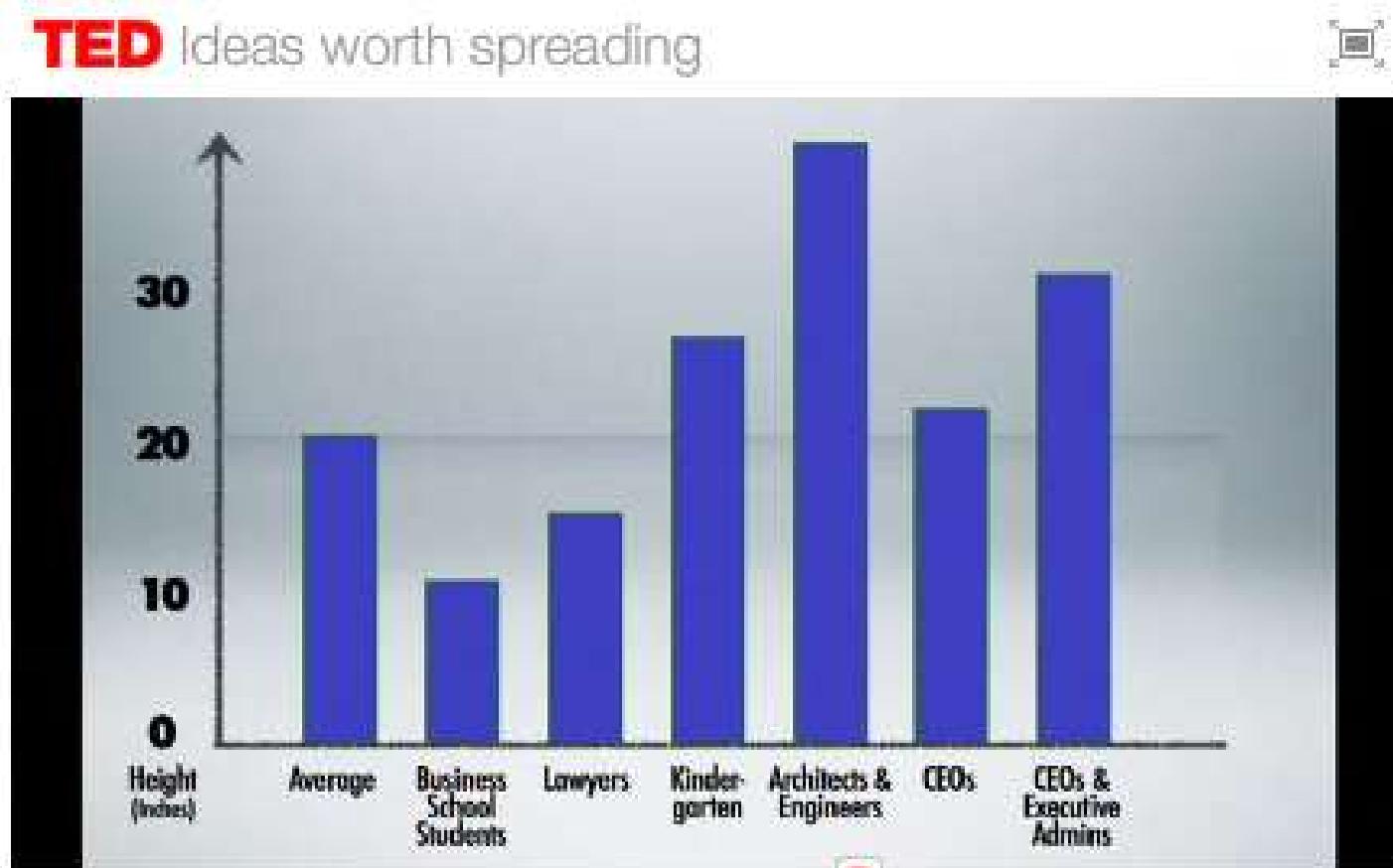
TED Ideas worth spreading



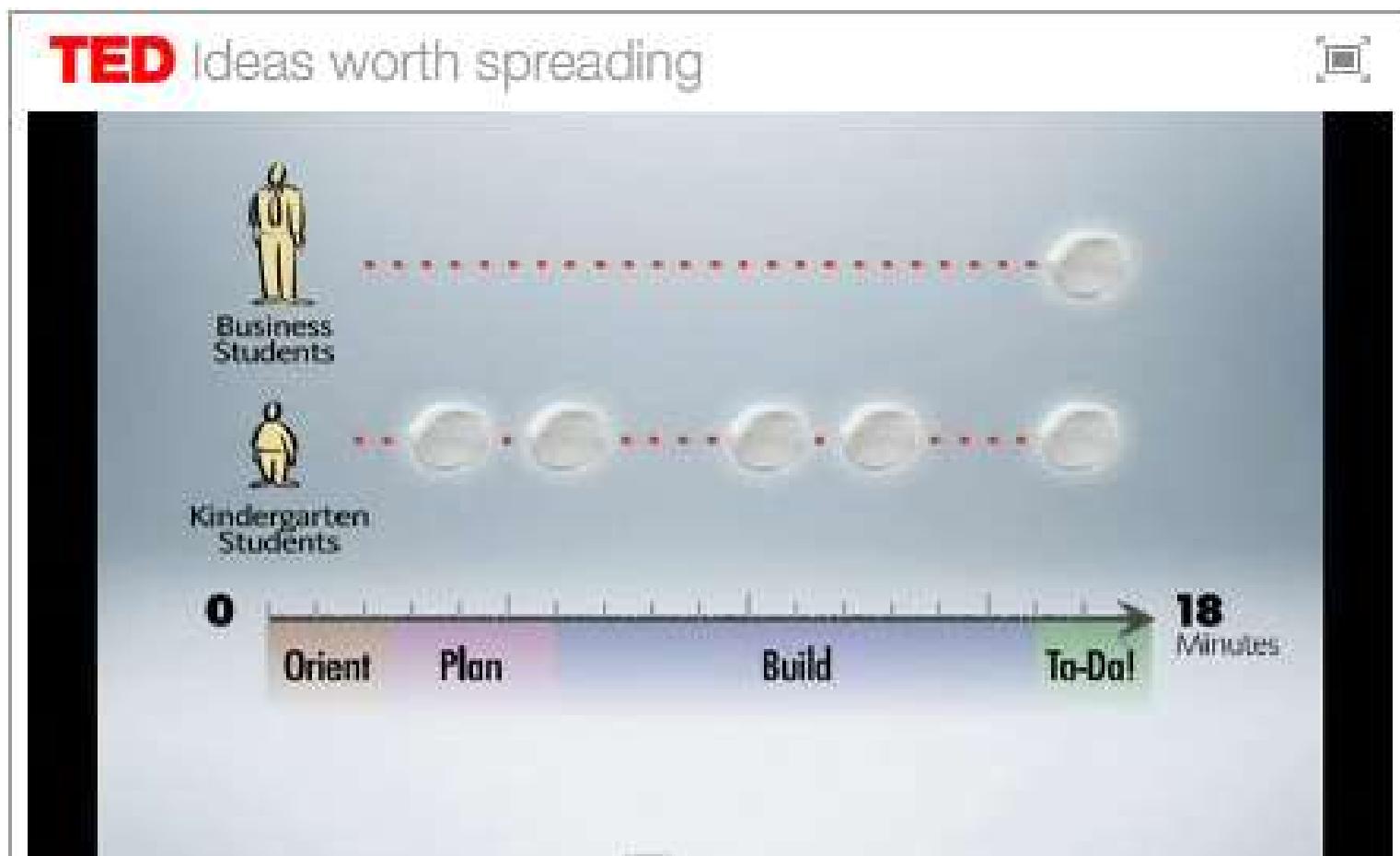
Tom Wujec
www.ted.com



Marshmallow Challenge



Marshmallow Challenge



Entrepreneurship – management vs creative approach

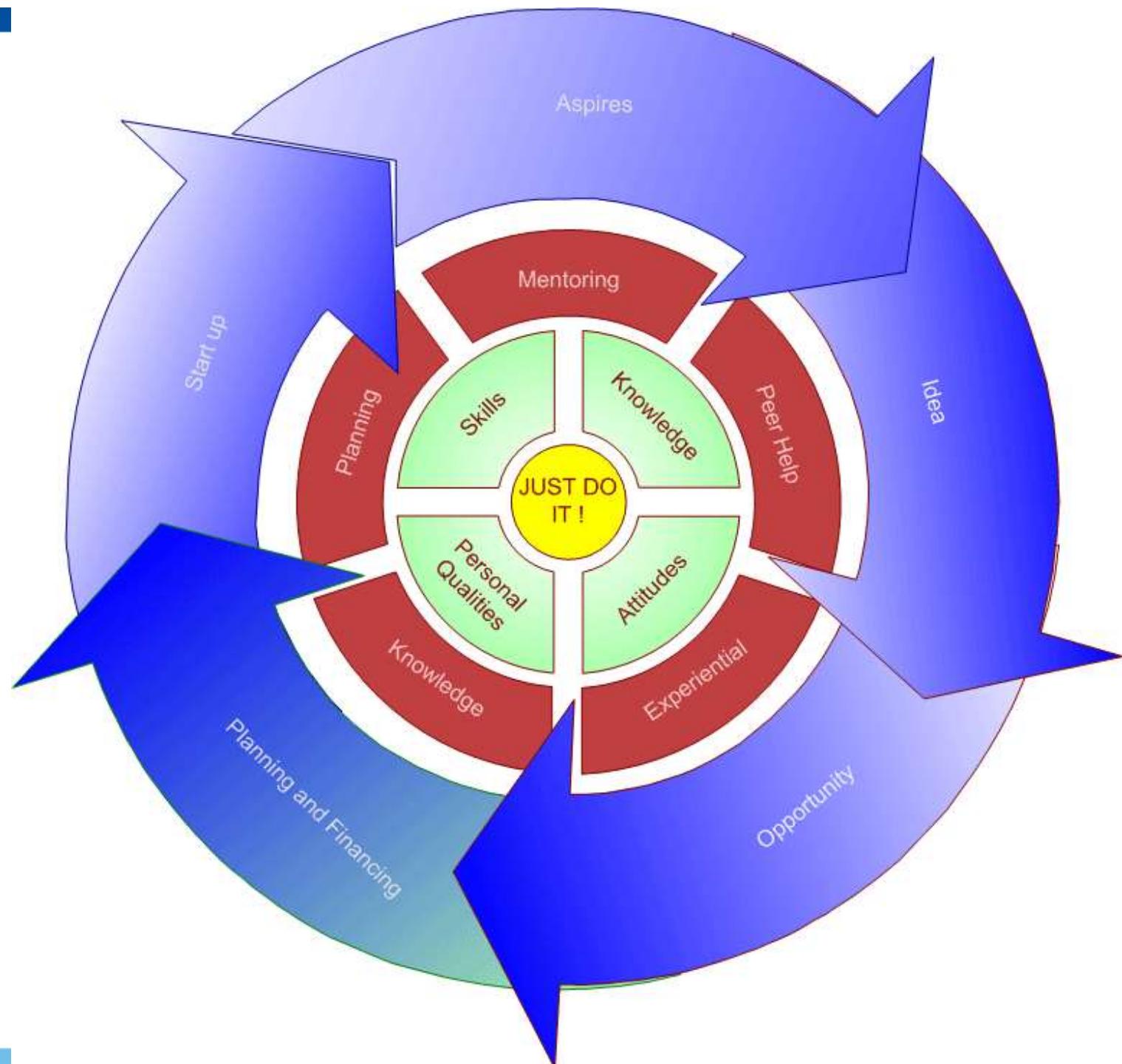
Management



Entrepreneur









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Good ideas VS Good opportunities

Difference between an Idea and an Opportunity

Idea:

Recognising an original innovative solution

Opportunity:

A persistent idea that addresses in customer needs (problems)



"I call my invention 'The Wheel', but so far I've been unable to attract any venture capital."

**This is usually what happens when
you start by having a good idea**

(Technology push)

Snake Walking System

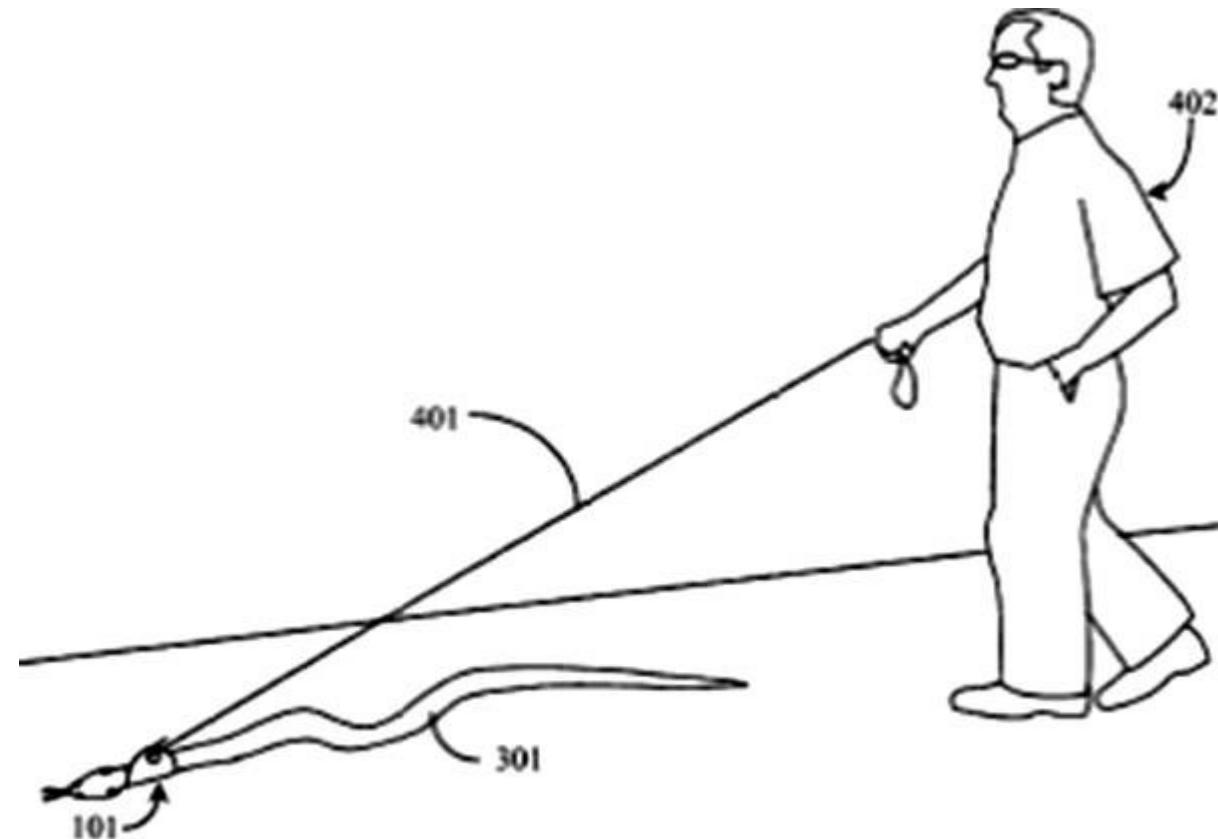
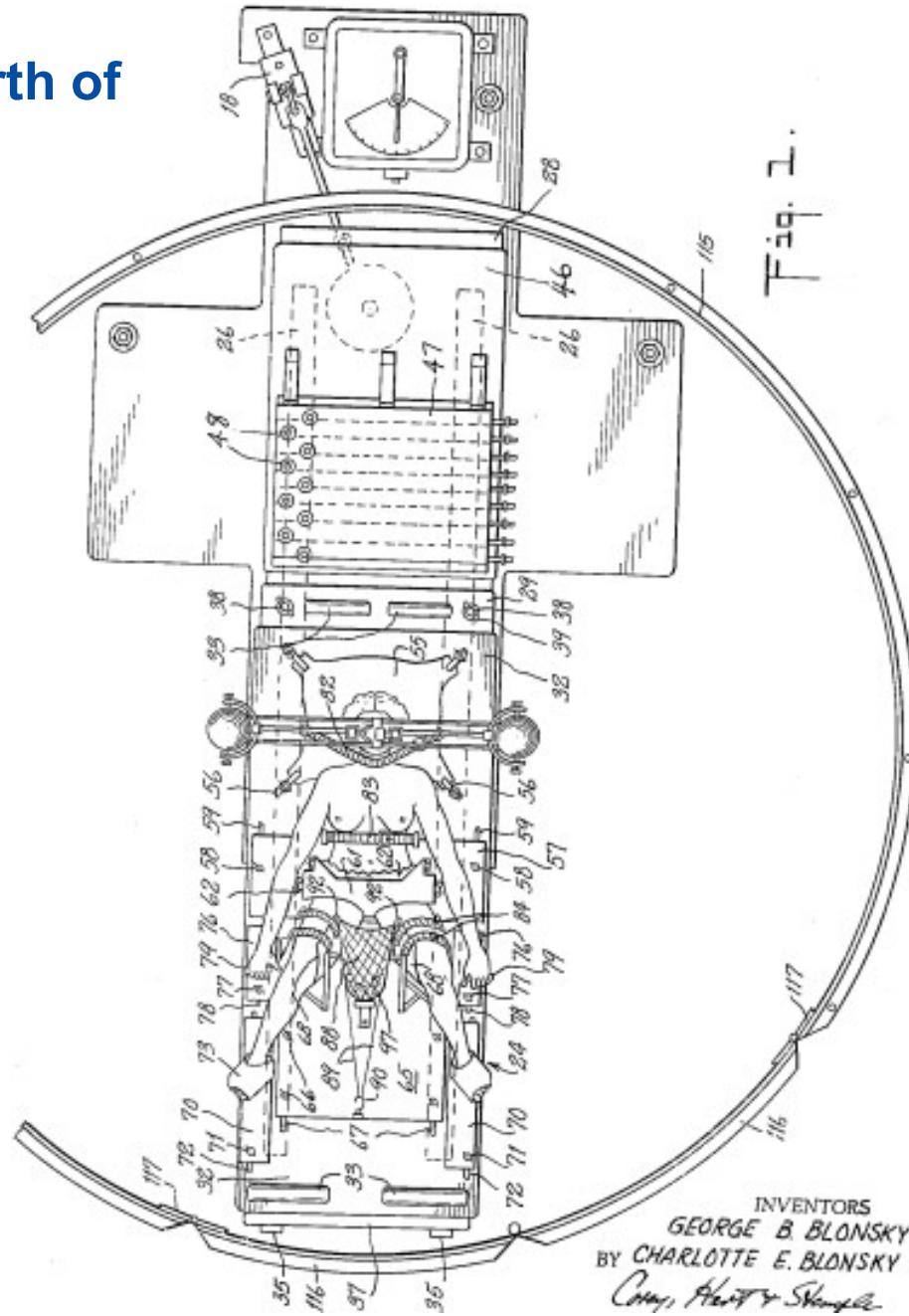
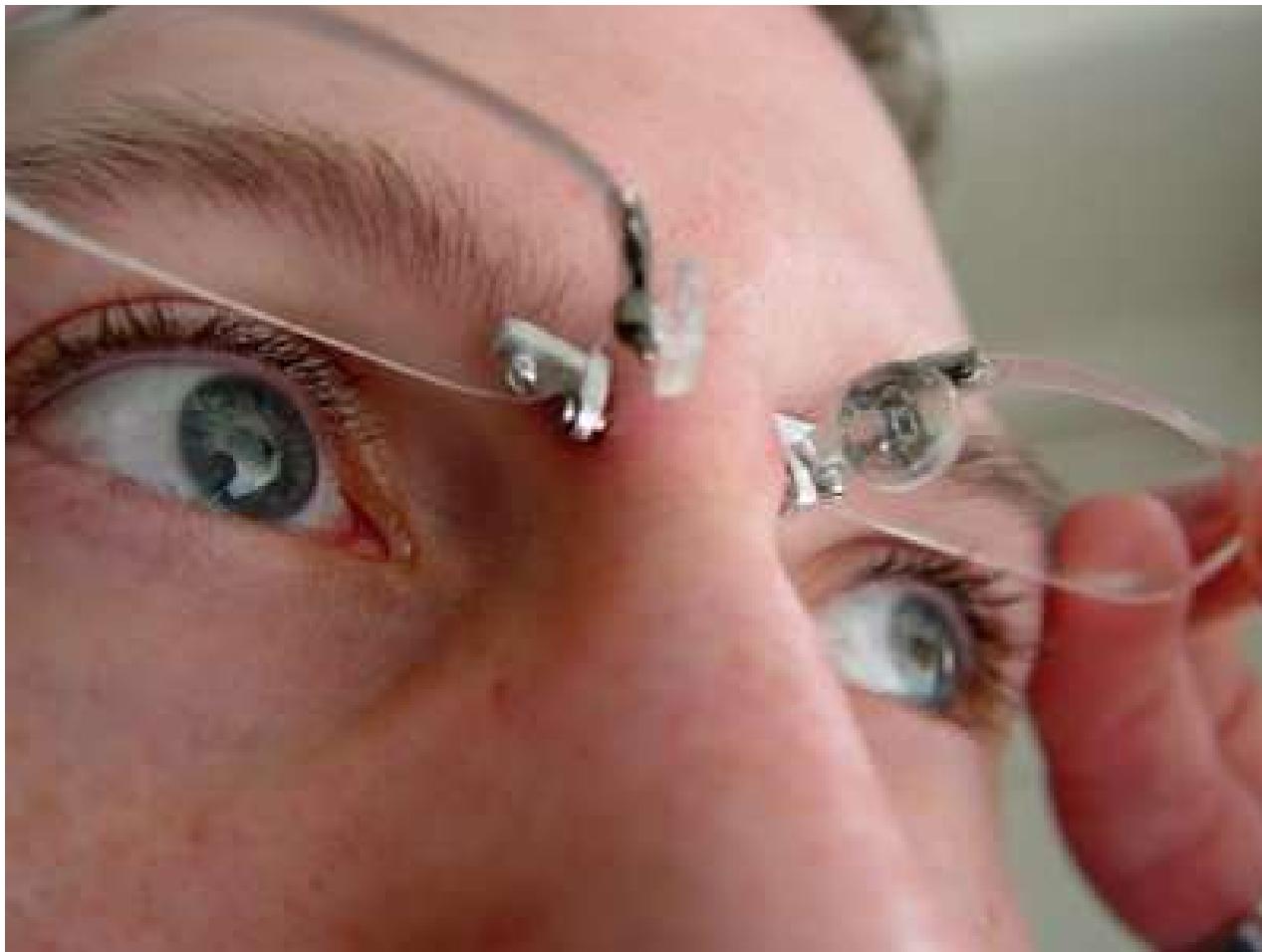


Fig. 4

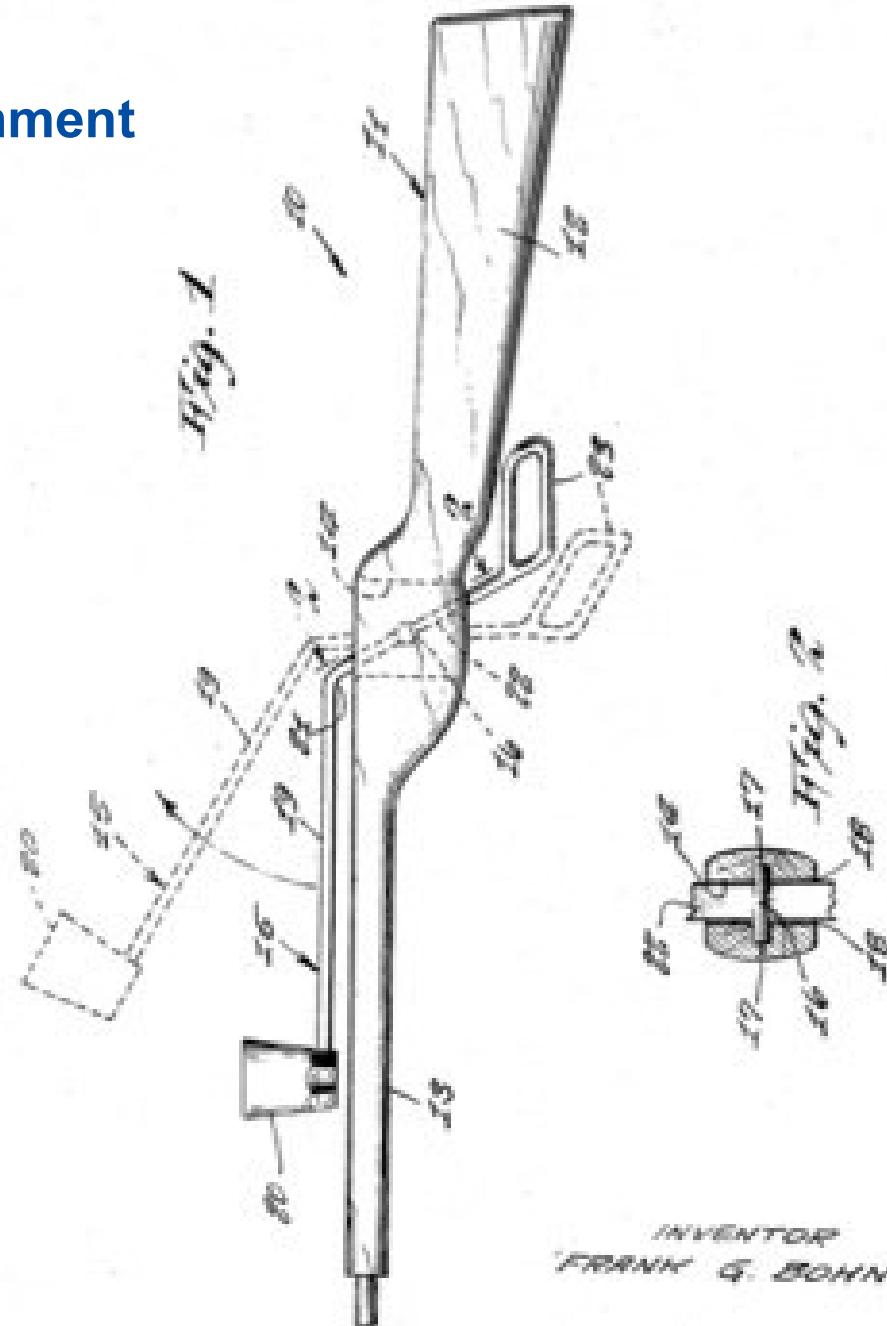
Apparatus for facilitating the birth of a child by centrifugal force



Glasses that are pierced to your face

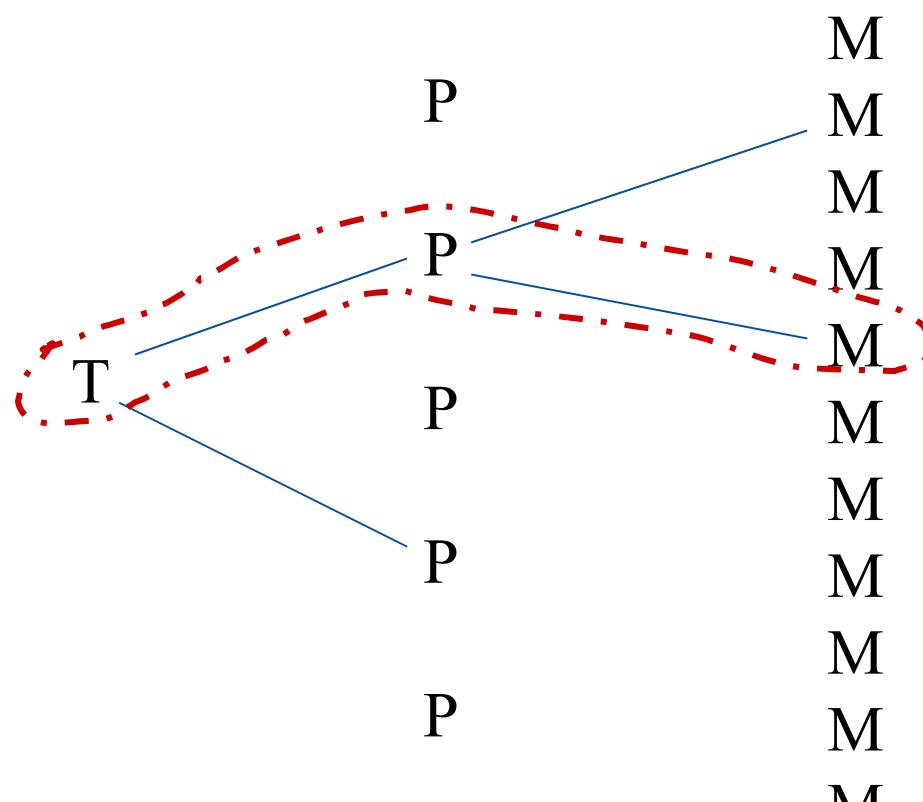


Firearm With Whisky Glass Attachment

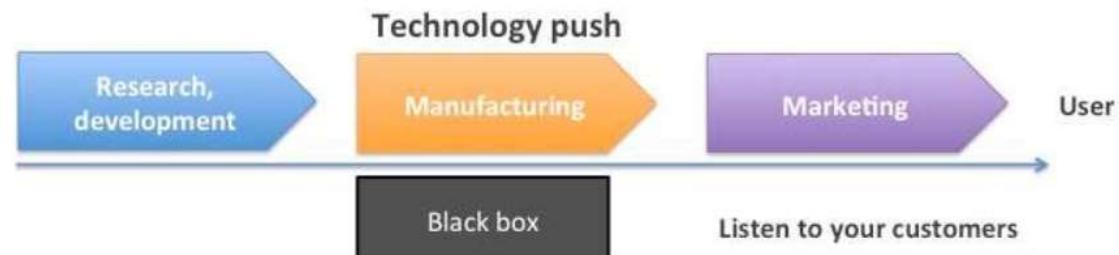


INVENTOR
FRANK G. DOWD

Technology – Product – Market Matrix



Technology Push



Specific attributes:

- ✓ Bigger need for risk management;
- ✓ Need to have specialized skills in the team;
- ✓ IP protection is often mandatory to be successful;
- ✓ Need for a continuous technology surveillance;
- ✓ Often related with university spin-off companies

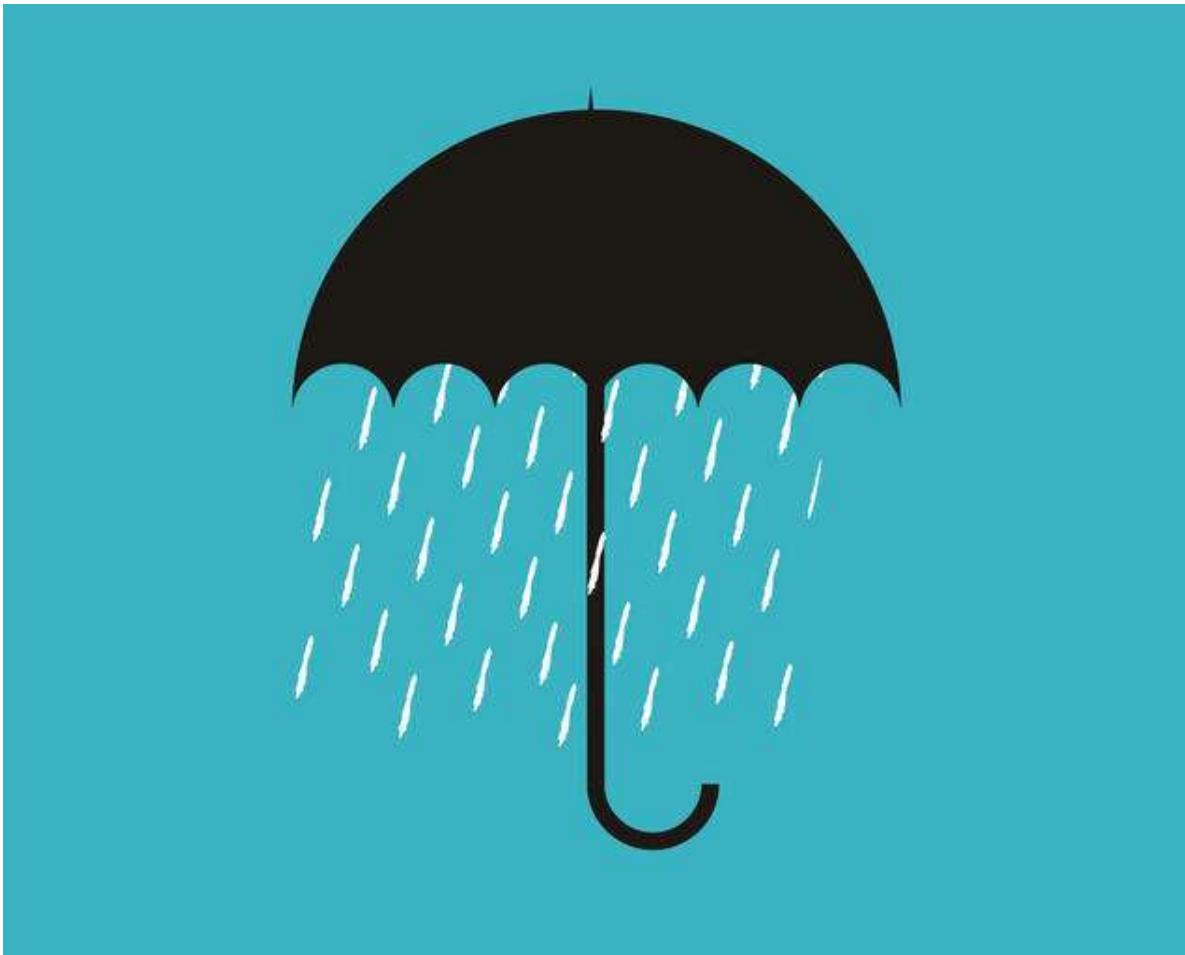
So where can I find opportunities instead of ideas?

(Market pull)

Instead of great ideas, try to register your daily problems on your notebook



Problems hide needs that
sometimes are good
opportunities



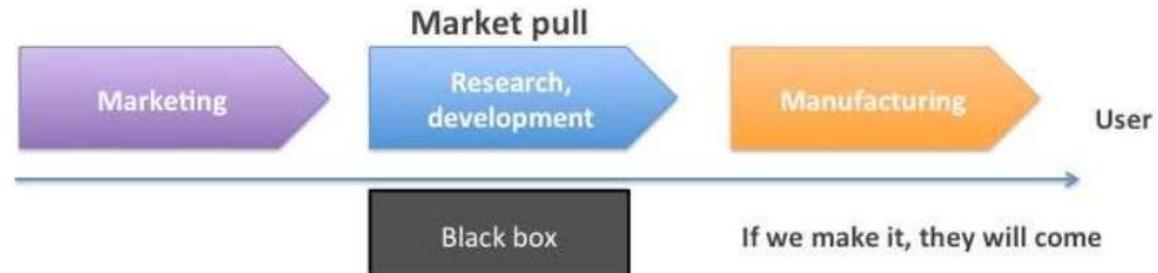
Quick Umbrella Search



Train your power of observation!



Market pull



Specific attributes:

- ✓ The market demands a product (or service) type, or defines a problem – Low risk management
- ✓ Market desire is well calculated
- ✓ Product development is based on a perception of what products or services the customer wants
- ✓ The customer defines the solution and educates the producer.

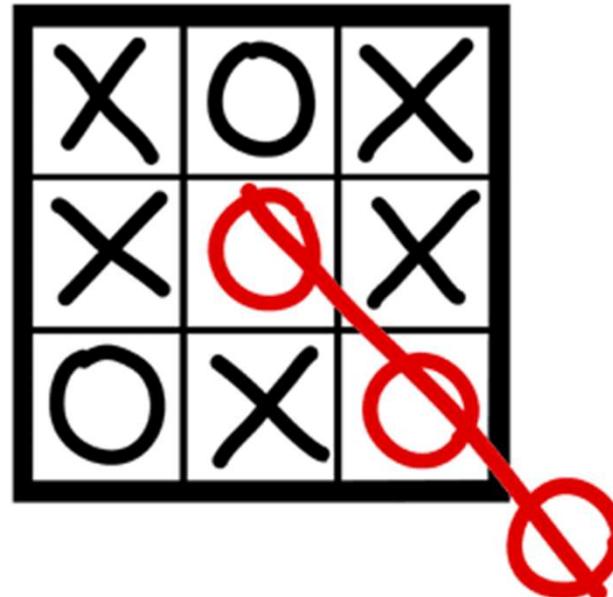


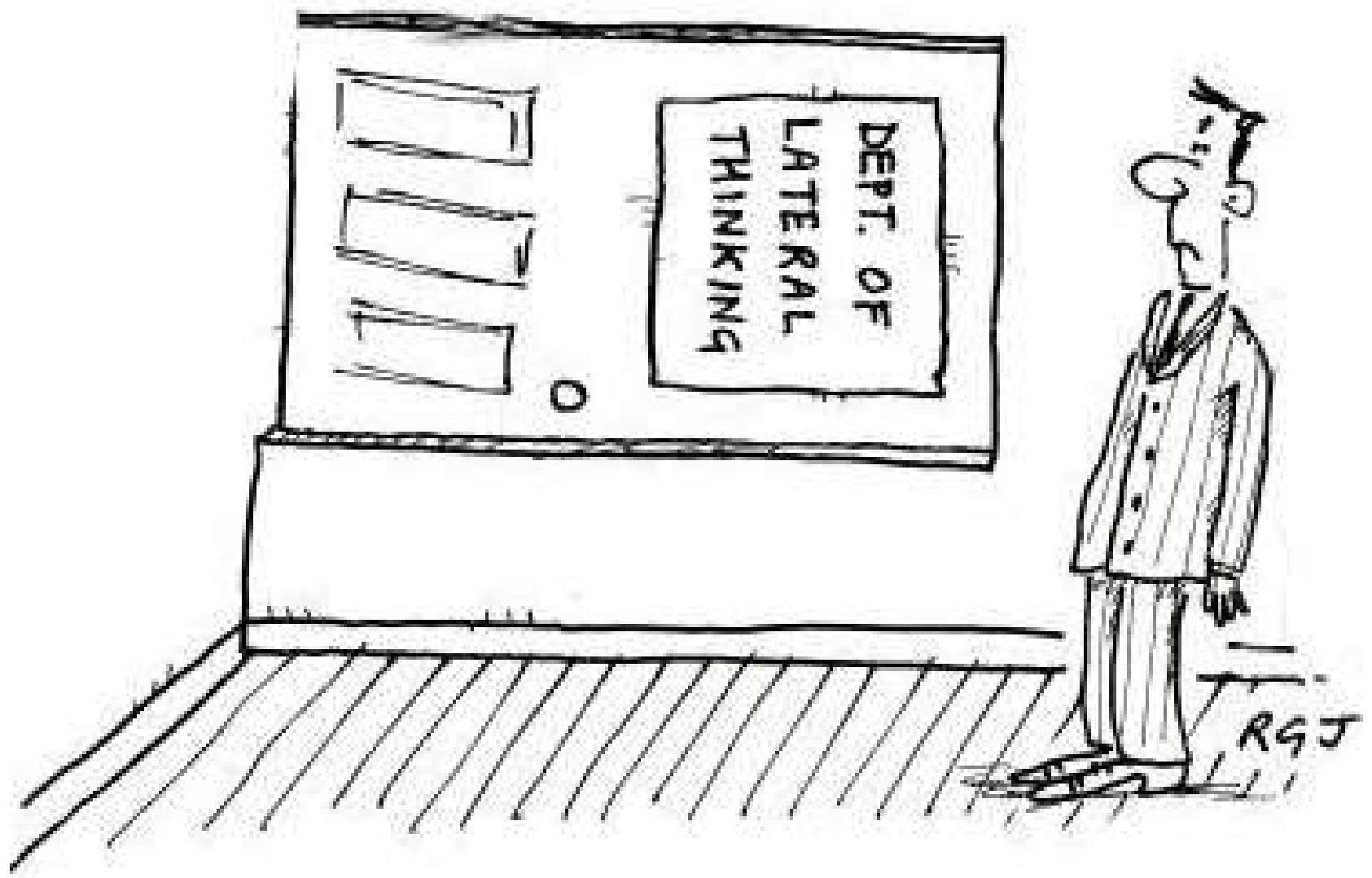
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Thinking out of the box

Be creative finding new solutions for the problem

**THINK
OUTSIDE
THE BOX**





RIDDLE #1:

- There are 6 eggs in a basket.
- 6 different persons took an egg each.
- How is it possible that an egg remained in the basket?



SOLUTION #1:

One of the persons took the egg together with the basket.



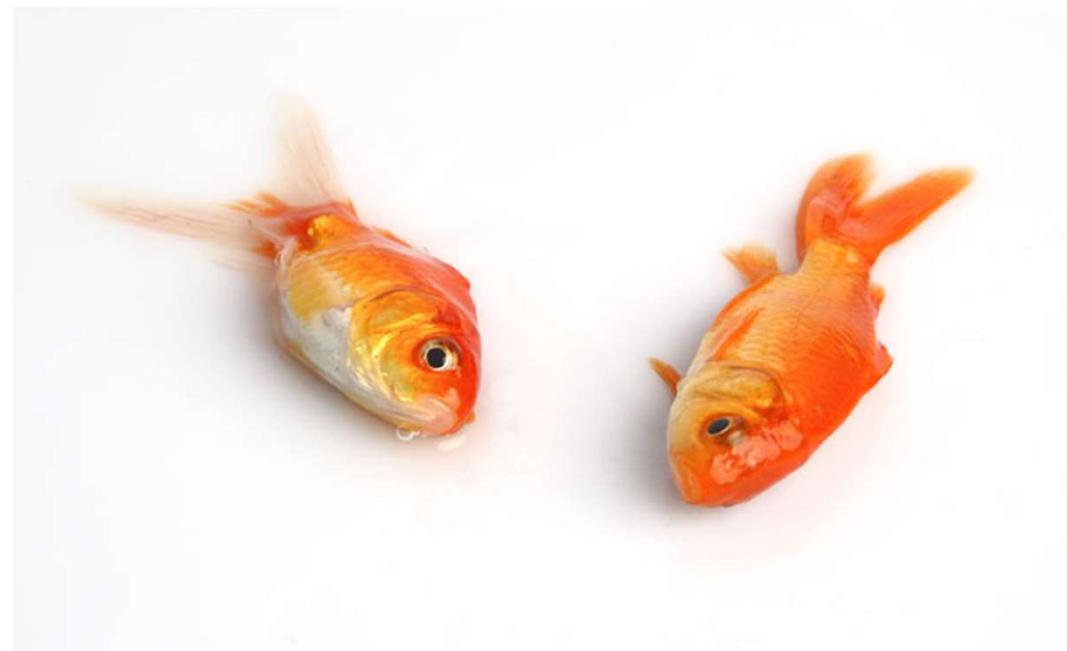
RIDDLE #2:

- Anthony and Cleopatra are lying dead on the floor of a villa in Egypt.
- Nearby is a broken bowl.
- There is no mark on either of their bodies and they were not poisoned.
- How did they die?



SOLUTION #2:

Anthony and Cleopatra were two goldfish.
They died by asphyxiation when their bowl broke.



RIDDLE #3:

- An ordinary Portuguese citizen, was able to visit more than 30 countries without a passport in a single day (real visit, not online!!).
- He is well received in each of these countries and is free to abandon them whenever he wants.
- How is it possible?



SOLUTION #3:

It is a postman who delivers registered mail to more than 30 embassies in one day!



RIDDLE #4:

- A man pushed his car.
- He stopped when he reached a hotel at which point he knew he was bankrupt.
- Why?



SOLUTION #4:

The man pushing the car was a player in a monopoly game and his game piece was a car.





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Creativity tools

Creativity tools



There are 100's of creativity tools



We never know the tools that will be more efficient



Use as many tools as possible for the time available



Everybody can be creative!

Seven Creativity Tools Clusters



Escape

Metodology



- Define the problem

- Make a list of rules, assumptions, methods, paradigms, dominant thinking, Technological or space or time limitations, traditions or any other issue limitating the problem. (*the more obvious and detailed the better*)

- Escape for a moment from each one of those limitations and explore the problem wondering how it can be solved without those restrictions

Escape – Example:

Escape

“How to reduce the number of traffic accidents on roads related with alcohol?”

Some limitations to the problem:

- On driving schools we only drive sober.
- We detect alcohol on drivers when police ask them to stop and measures alcohol level or when they have an accident
- Alcohol detection devices are only available by police or in some nightclubs and stores
- The choice to drive or not to drive depends of the driver.
- When a driver is drunk he makes “s” turns on the road.

Escape – Example:

Imagination session



Idea: A sensor that detects when the driver is drunk and blocks the car

Idea: Each car has an alcohol measuring device on the steering wheel

Idea: Drunk driver simulation software at driving schools

Idea: Make drunk people drink more so that, after feeling sick and throwing up, they will not want to drink ever again

Idea: Driving service available for alcoholised people at strategic sites

Idea: When entering or leaving highway an automatic system to measure alcohol level at tolls

Idea: A software at the steering wheel that detects too much “s” turns

Direct Analogies

Metodology



- Identify the essence of problem
- List who or what deals with a similar situation
- Study carefully how do they solve it and try to adapt the solution to your own reality

Direct Analogies



How to faster refuel war planes during the flight?



Analogies?

Direct Analogies



Direct Analogies



Example:

“How to reduce broken potato chips in the package?”

Some analogies:

Glass or crystal transportation

Cookies

Fallen leaves in fall

Cigaretts



Direct Analogies



Fallen leaves

Herbarium

Collect green leaves and dry them compressing them so that they will become flat

Analogy

Potato pasta shaped and packaged in a tube



Dramatization

Metodology



- Select several characters, personas, animals, etc.

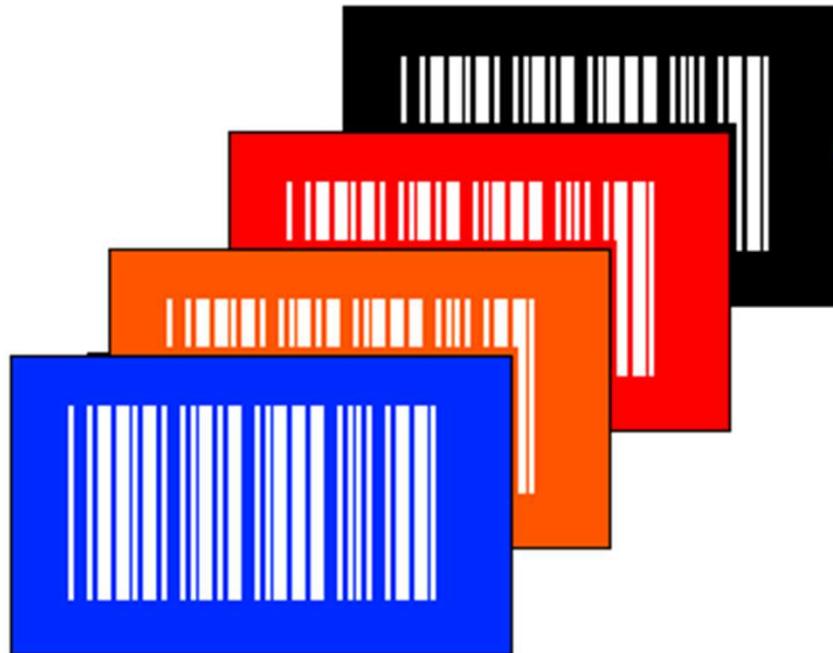
- Borrow their skills and abilities and try to imagine how they would solve your problem

Dramatization – Example:



“Reduce luggage triage errors in an airport”

How would a 6 year child solve the problem?



Idea Screening

Idea
screening

Brainstorming is about quantity, not quality

Nbr of ideas	Nbr very good ideas*
100	19
200	36
300	51
500	84
1000	163

*Richard Saunders International Labs

How can we spot the good ideas and separate them from the others?

Idea Screening

Idea
screening

1. Organise ideas by families, ex:

- Ideas with same objective
- Ideas for the same process

2. Pre-classify the ideas

RTU (Ready To Use)

SEED (Seedlings)

UD (Useful Directions)

NR (Not Ready) – send them to the trash

this Pre-classification should be made:

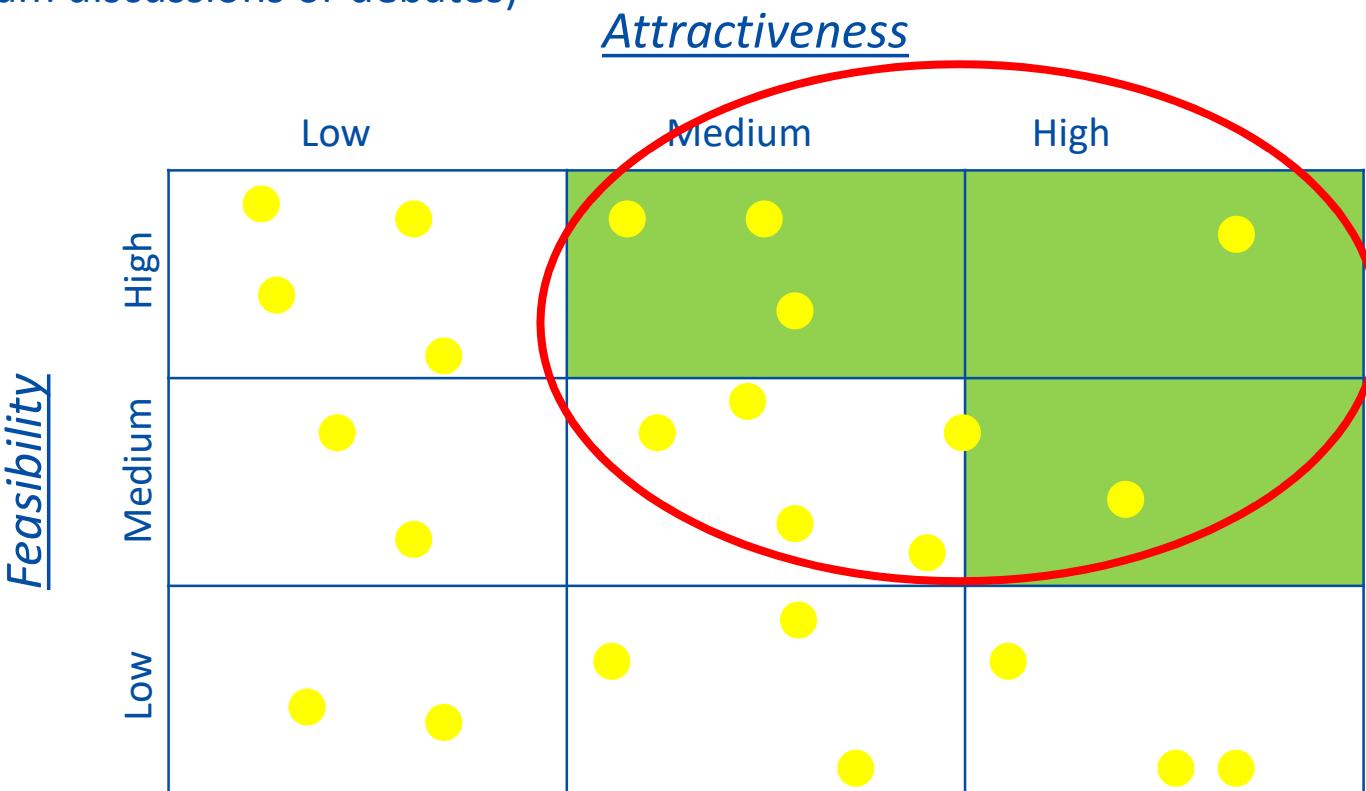
- Together by the team
- By intuition (without discussion)
- By optimistic persons

Idea Screening

3. Selecting ideas

Idea
screening

- Write the RTU and SEED on post its and place them in a matrix like the one below (without any team discussions or debates)



Idea Screening

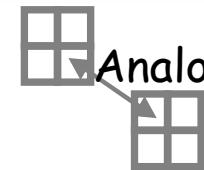
Idea
screening

3. Document idea

Develop some detailed information regarding each one of the selected idea.

One page with:

- Description of the idea;
- Positive points
- Negative points
- Support information abstract (put every detailed information in annexes)
- Intuitive conclusion



Analogies

Dramatization Exercise

1. Pick up one character as you wish

2. Use dramatization and imagine how would they solve the following problem:

How to shop differently in a supermarket?





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Thank You

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