

Idea Generation

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Why Do You Need a Good Idea?

- To get a higher score in this course
 - Market survey and landing page demo: 10%
 - Midterm project demo: 30%
 - Final project demo: 30%
- To be *passionate* about your own project
- If lucky, you get *real* users in the end

How to have an idea?

Find a problem that possibly
doesn't have the best solution.

Then solve it.

Or, read this [essay](#)

by Paul Graham, founder of Y Combinator

How to evaluate an idea?

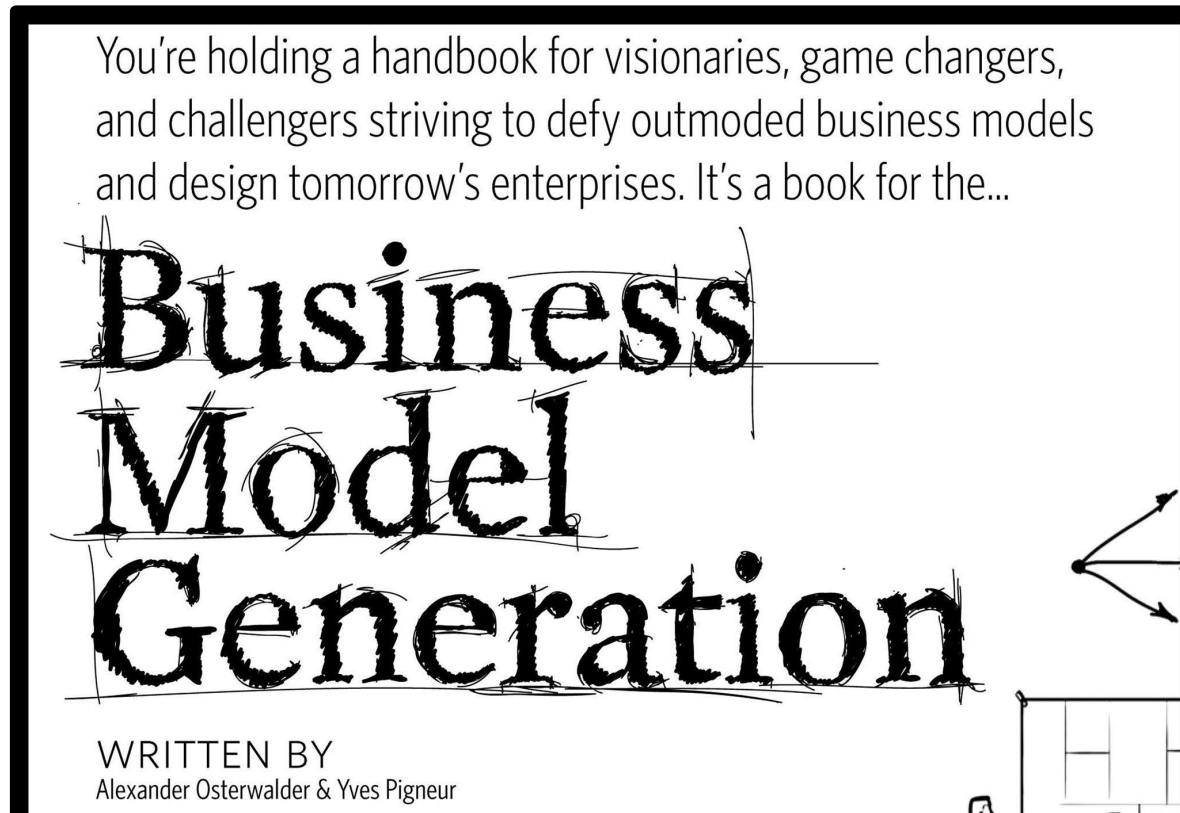
The Lean Canvas

- Let's say you have "FriendlyAlarm"

<p>PROBLEM <i>List your top 1-3 problems.</i></p> <p>Real?</p> <p>EXISTING ALTERNATIVES <i>List how these problems are solved today.</i></p> <p>Poorly met?</p>	<p>SOLUTION <i>Outline a possible solution for each problem.</i></p> <p>Total or partial?</p> <p>KEY METRICS <i>List the key numbers that tell you how your business is doing.</i></p>	<p>UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p> <p>High enough to act/pay?</p> <p>HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p>	<p>UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i></p> <p>CHANNELS <i>List your path to customers (inbound or outbound).</i></p>	<p>CUSTOMER SEGMENTS <i>List your target customers and users.</i></p> <p>Find ones to talk?</p> <p>EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i></p> <p>Start from small?</p>
<p>COST STRUCTURE <i>List your fixed and variable costs.</i></p> <p>Skip the rests</p>		<p>REVENUE STREAMS <i>List your sources of revenue.</i></p>		

Business Plan is **Not** Our Goal

- This is not an entrepreneurship course
- But if you are interested...



Tips

- What bothers you?
- Make *few* people *very* happy
- Try to understand some ecosystems
- Check out [Product Hunt](#) for inspirations
- Stay away from “platforms”
- To have a good idea, you need many bad ones

Good luck!