

1) IDEA GENERATION REPORT (individual)

The purpose of this project is to set you off actively thinking about entrepreneurial ideas. It is sort of an idea scrapbook. Since you are exposed to an avalanche of information on a daily basis – through internet browsing, reading newspapers or magazines, watching TV, etc. – we ask you to be mindful of the opportunities that may be hiding in all this information.

Depending on the nature of their insight, new business ideas often comprise 5 types: 1) new product, 2) new customer, 3) new location, 4) new business model, & 5) social entrepreneurship.

You need to come up with one idea. Your idea should be described in the following way:

- (1) what is the product or service?
- (2) who is the customer?
- (3) how do we add value / make money?

The description should consist of one or two short paragraphs for each question. In addition to this description, your idea should be supported by one research scrap such as a relevant article or information item that helps illustrate the idea (a hyperlink to the research scrap is sufficient). Try also to illustrate your idea with a picture/drawing/diagram(s). Please limit your description of the idea (including link to research scrap and picture(s)) to a maximum of 1,000 ($\pm 10\%$) words.

Your idea is graded based on:

- (1) how clearly you have described the idea based on the three key questions above,
- (2) how creative / original the idea is, and
- (3) the quality of your supporting research scrap.

The Idea Generation Report should be uploaded on Moodle in pdf format. The best ideas in class will be selected for the Entrepreneurship Group Project.

Lecturer will provide matrix feedback.