



*Transformación de conocimiento  
interdisciplinar en innovación y  
emprendimiento*

# El problema.....

## La solución

Un proyecto que ayude a **ALGUIEN** a  
resolver mejor un **PROBLEMA**

(inspired from StartUp experience)

A word cloud centered around the word "Problems". The word "Problems" is written in a large, red, cursive font. Surrounding it are ten other words in a smaller, black, cursive font, arranged in a circular pattern. The words are: HUNGER, POVERTY, POLLUTION, GLOBAL WARMING, FINANCIAL CRISIS, RACISM, POLITICAL INSTABILITY, TERROR, WATER SCARCITY, and CORRUPTION.

HUNGER

POVERTY

POLLUTION

Problems

GLOBAL WARMING

FINANCIAL CRISIS

RACISM

POLITICAL INSTABILITY

TERROR

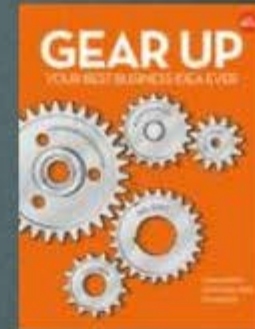
WATER SCARCITY

CORRUPTION

HUNGER POVERTY  
CORRUPTION POLLUTION  
WATER SCARCITY  
**Problems**  
TERROR RACISM GLOBAL WARMING  
POLITICAL INSTABILITY FINANCIAL CRISIS



Opportunities



# Innovación

- Implementación exitosa de nuevas ideas

**f** ( **creatividad**, trabajo en equipo, conocimiento)

# Innovación

- Implementación exitosa de nuevas ideas

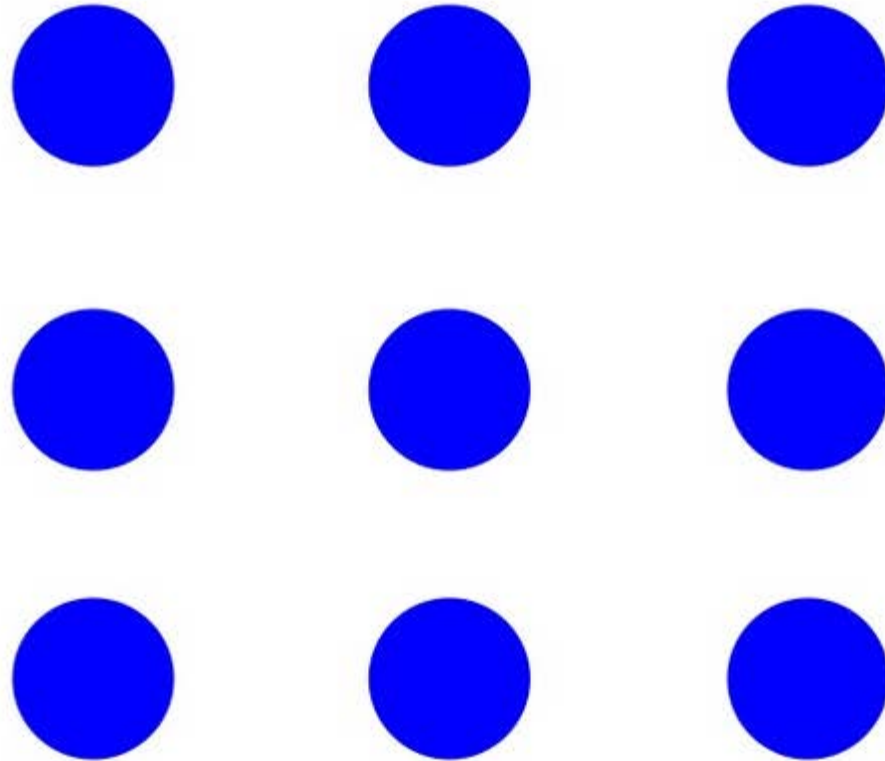
**f** ( **creatividad**, trabajo en equipo, conocimiento)

## **Creatividad**

Aplicación de conocimiento y de experiencias, de manera no convencional

(la vela.....el bombillo)

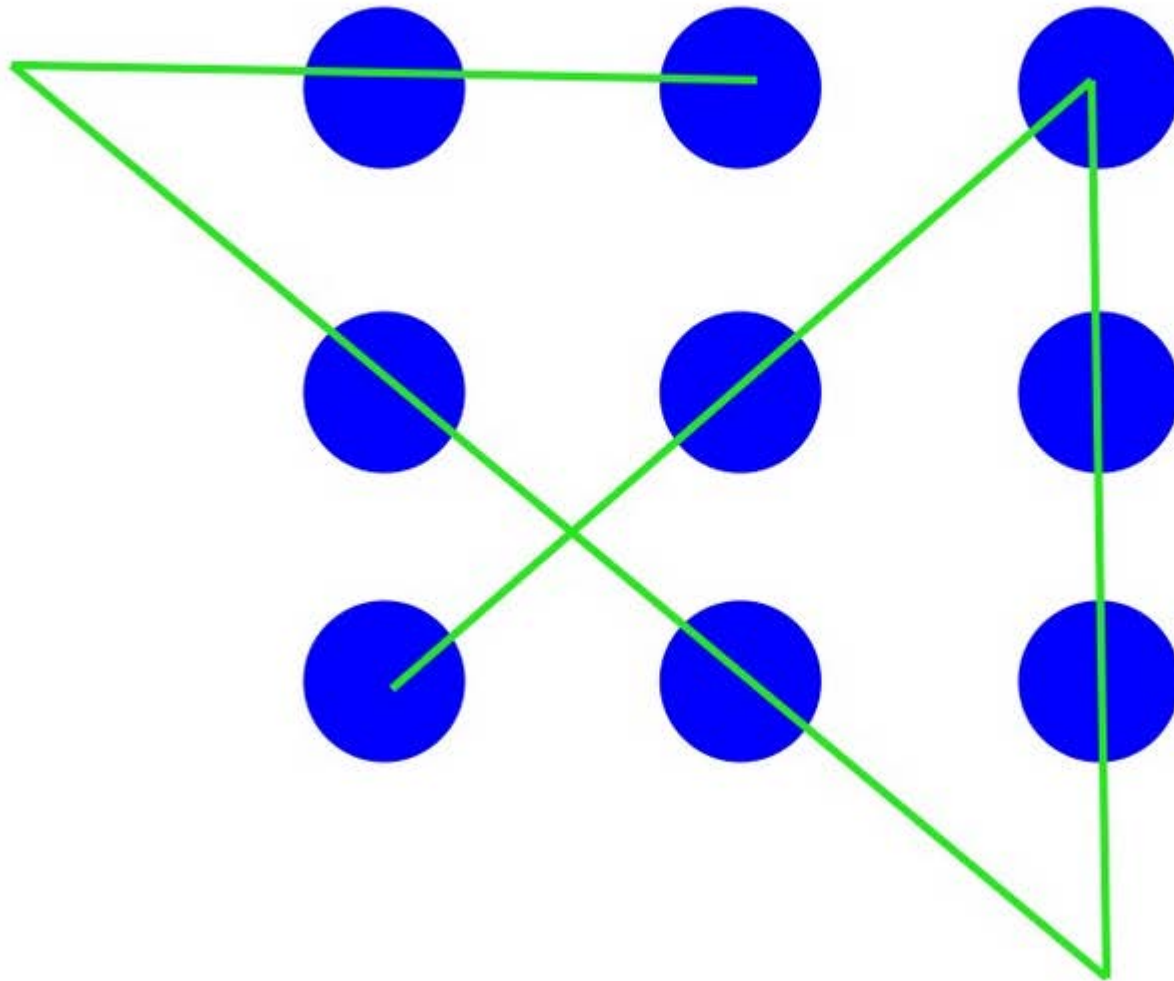
# Connect the nine dots



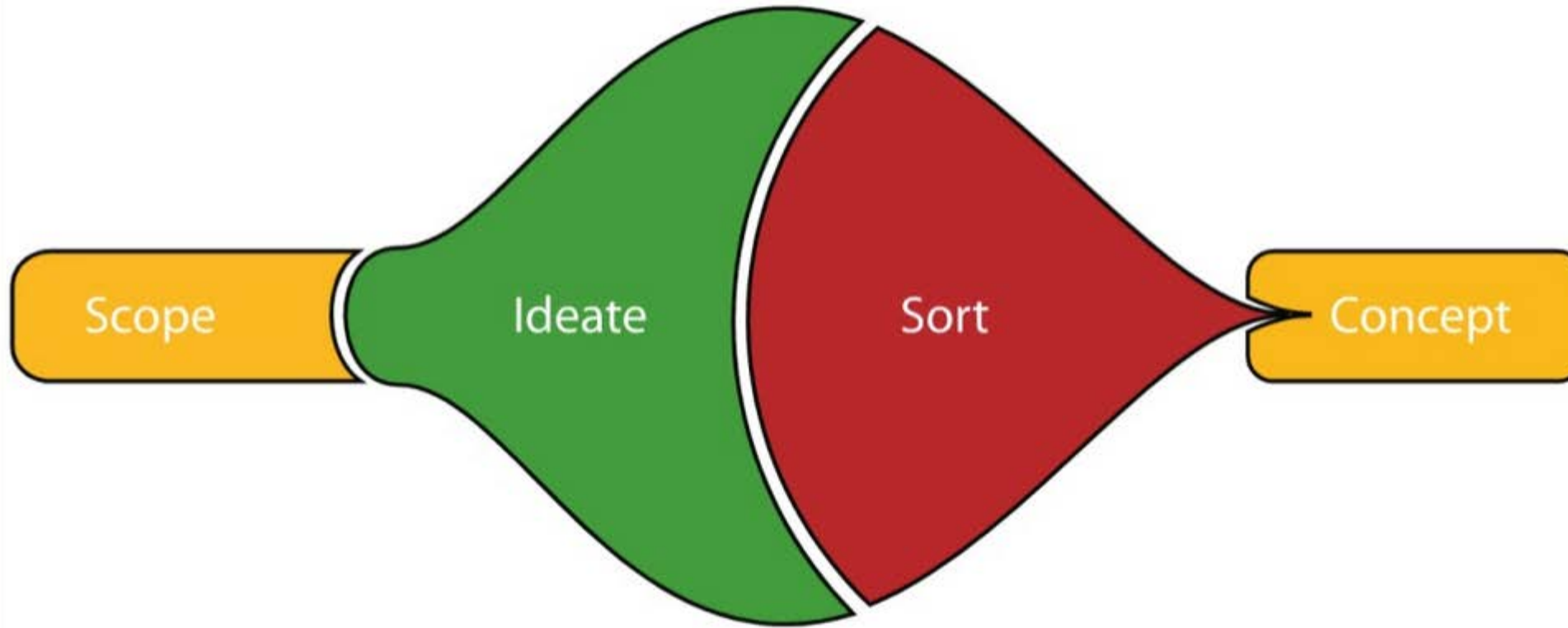
Using 4 straight lines without lifting the pen



# Connect the nine dots



# The creative process



# Model for systematic creativity

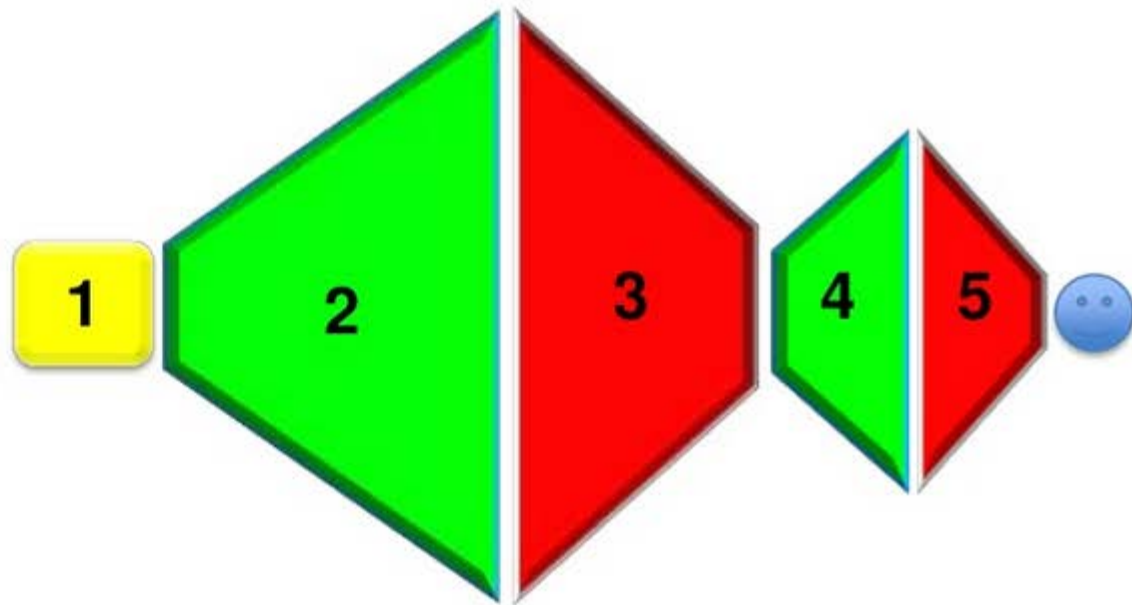
1: Scoping

2: Generating

3: Grouping

4: Conceptualizing

5: Final Selection



# Ground rules in the creative room



## **Think outside the box (Lateral)**

- Find alternatives
- Overcome blockages



## **Avoid protecting your own ideas**

- Build on other's ideas



## **Don't criticize, accept all ideas**

- There are no bad ideas
- "yes and....."



## **No unnecessary discussions and use of authority**

- Make others look good!



## **No "war-stories"!**

- Focus on ideas



## **Write down all ideas**

- so you don't forget, and don't waste energy remembering



Energizers

trust

humor

energy

Planning

Creative techniques

Relations

mood

Facilitation

**Methodology**

**Mental environment**

**Important  
factors  
for creativity**

**Creative Team**

**Physical environment**

Knowledge

Personalities

body

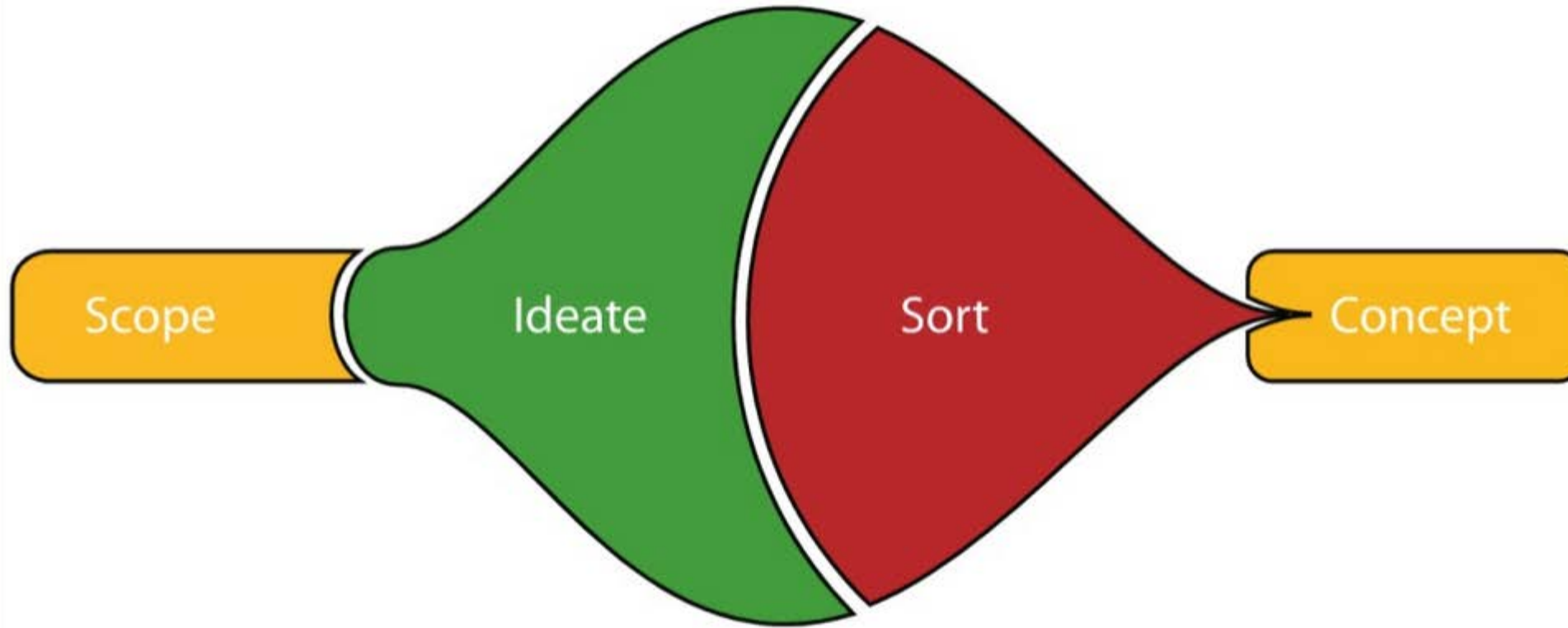
light

Anti-knowledge

tools

air

# The creative process



# Scope

Define  
the  
problem

Mindset:  
Be curious  
Ask questions  
"How can we..?"



**Write down one very precise problem statement!**

*"How can we help X SPECIFIC USER solve X SPECIFIC PROBLEM"*





# Creatividad

La mejor manera de tener buenas ideas es....

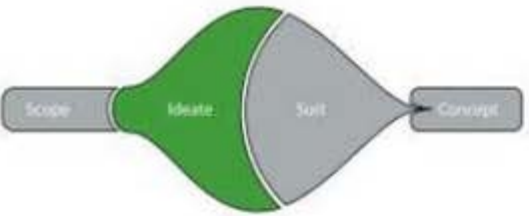
# Creatividad

La mejor manera de tener buenas ideas es....

**Tener MUCHAS ideas**

Linus Pauling

# Generate



# Reverse Brainstorm

1. Negative focus

How might we reduce the negative impact of this idea? How might we make it worse? How might we make it a problem?

2. Negative Ideas

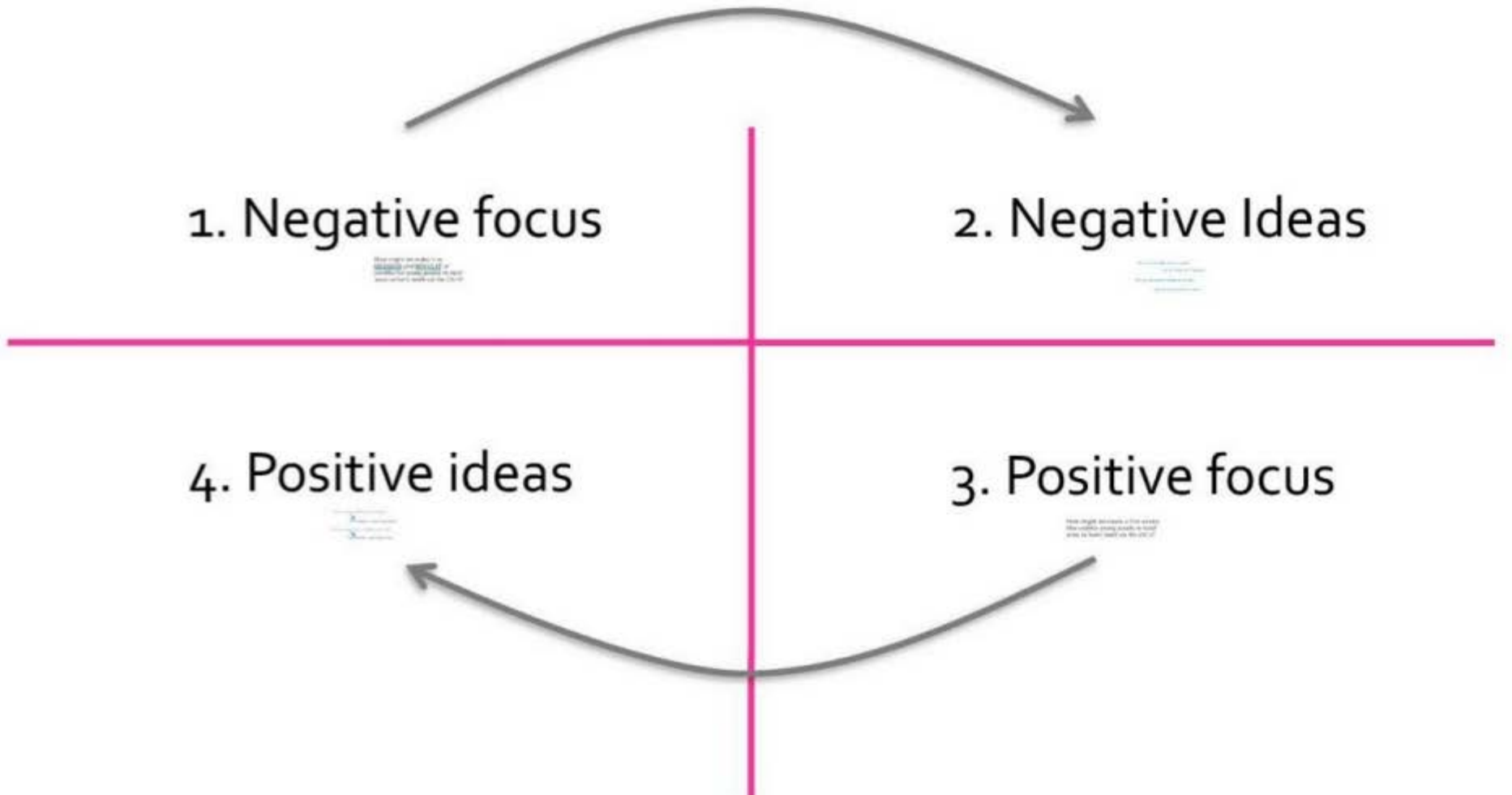
How might we make this idea worse? How might we make it a problem? How might we make it a negative impact?

4. Positive ideas

How might we make this idea better? How might we make it a positive impact? How might we make it a positive idea?

3. Positive focus

How might we make this idea better? How might we make it a positive impact? How might we make it a positive idea?



*BAD ideas?*

If you want to  
succeed, double your  
failure rate!

- Thomas Watson, founder IBM



*I have not failed 1300 times....*

*I have*

*successfully discovered 1300 ways to NOT  
make a light bulb*

-Thomas Edison

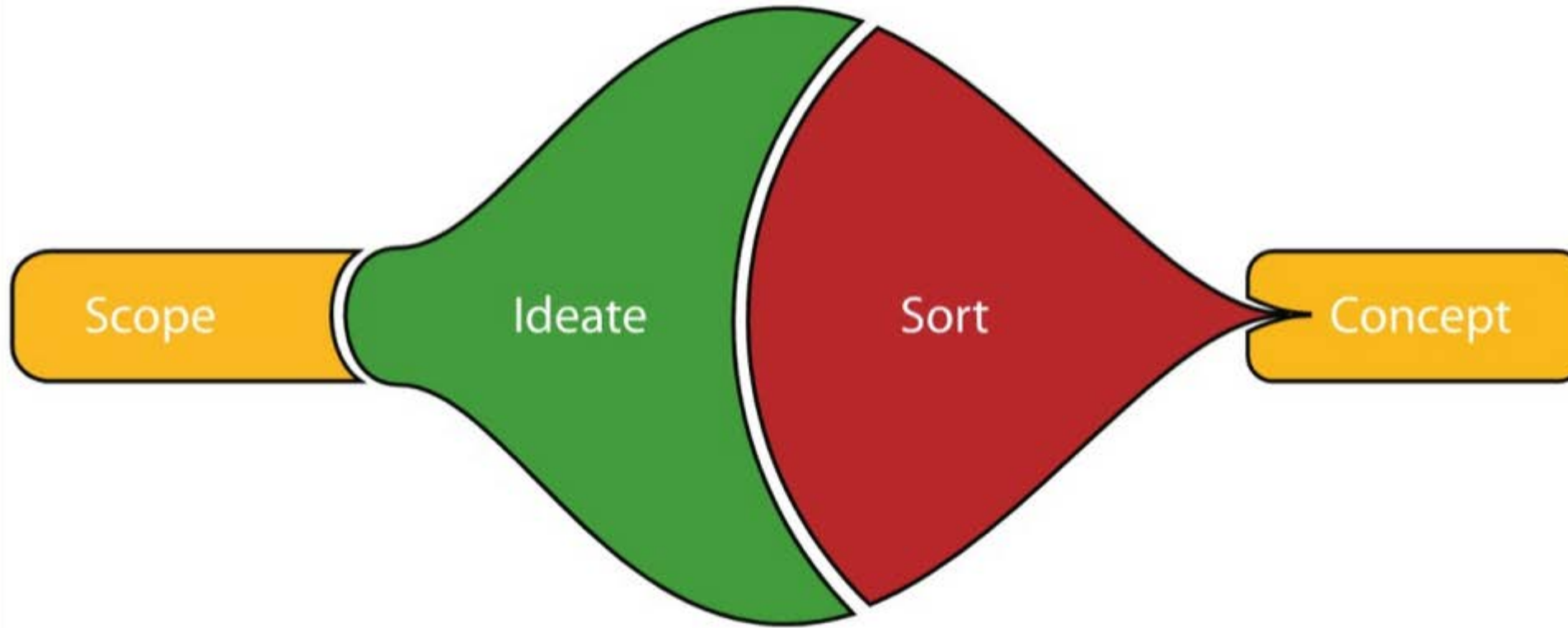


# Problemas..... para abordar en nuestro proyecto

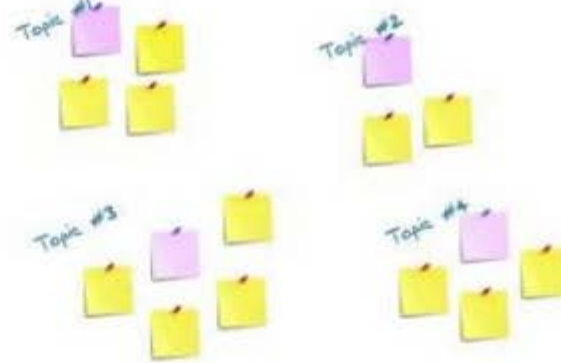
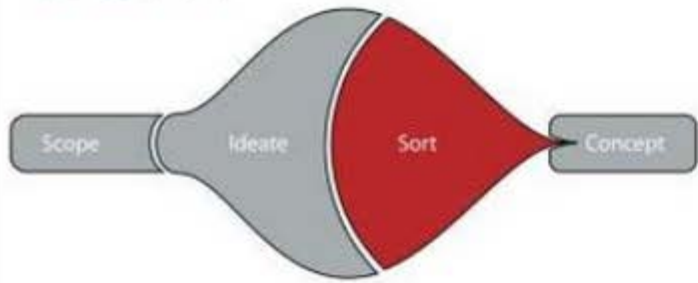
- Al menos 10.....20
  - **Cómo podemos ayudar a X USUARIO ESPECÍFICO a resolver Y PROBLEMA ESPECÍFICO**
- NO ...todavía... la SOLUCIÓN

20 minutos!!!

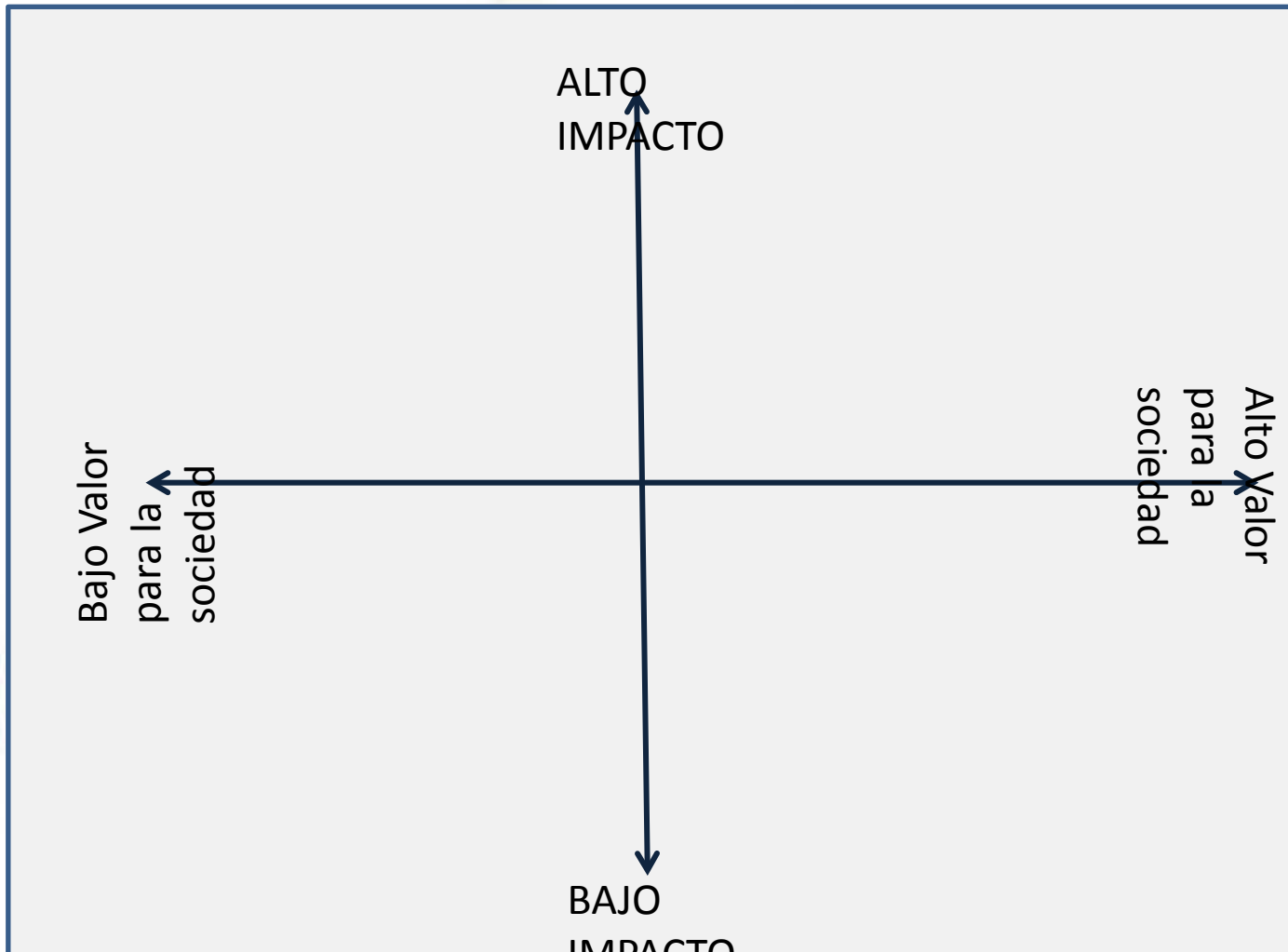
# The creative process



# SORT

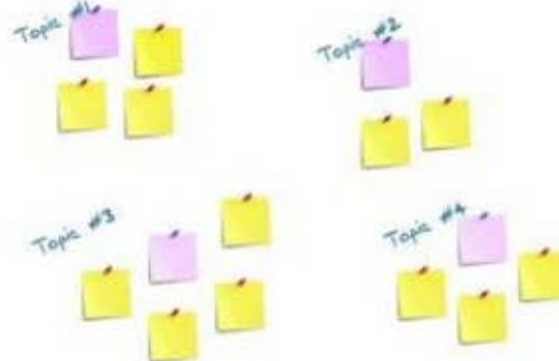
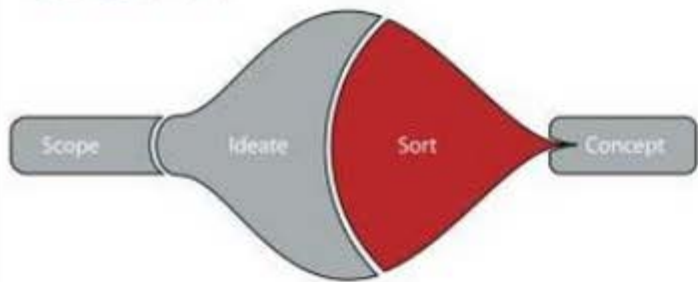


(inspired from  
StartUpExperience)

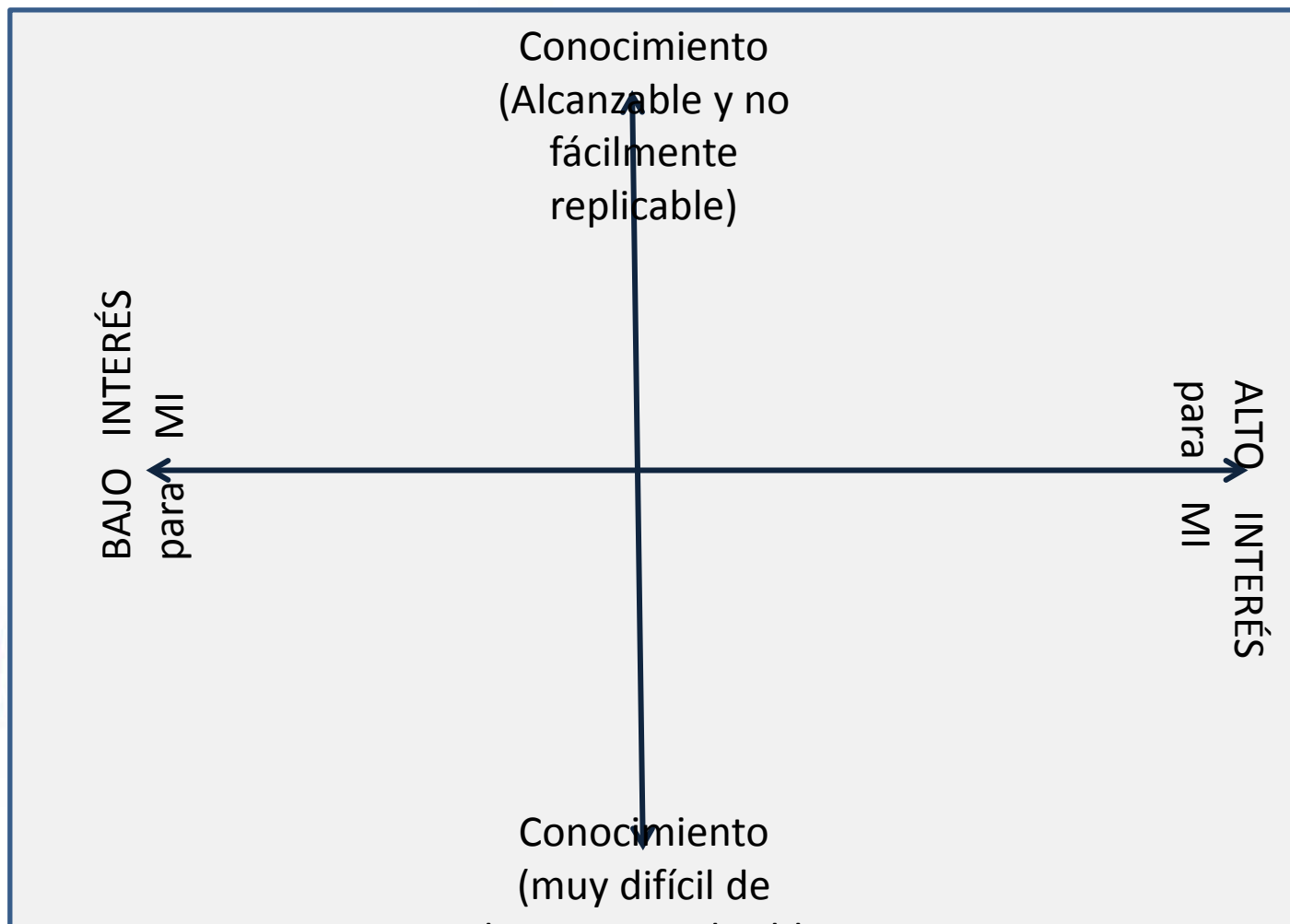




# SORT



(inspired from  
StartUpExperience)





*Transformación de conocimiento  
interdisciplinar en innovación y  
emprendimiento*

