**IDEATION**

*Bored of Biotech? Bored of Entrepreneurship?*

*So here we are with a New Fusion where Biotech meets Entrepreneurship*

**Note: These are just tips to follow during the Ideation process. These are NOT rules.**

As the name suggests, ideation essentially means coming up with an idea. Participants will be working as a team of 3-5 members. **Ideation** is the [creative](https://en.wikipedia.org/wiki/Creativity) process of generating, developing, and communicating new ideas, where an [idea](https://en.wikipedia.org/wiki/Idea) is understood as a basic element of thought that can be either visual, concrete, or abstract. One needs to think about innovation, development and actualization while formulising an Idea.

What to do:

* Participants need to think about an idea that solves a problem.
* The idea should be viable, feasible, and practical.
* The ideation round is about coming up with ideas that could solve the problem in an efficient manner.
* Participants also need to decide how they going to pitch the idea and how they could convince the mentors with the idea since the pitching round is immediately after the ideation round.
* The idea needs to be bio-inspired. What this really means is that the idea would solve a problem using inspiration from the nature.
* The idea can either be practical medicinal application in bioengineering or it could mean applying the streamlined structure of a kingfisher to make a bullet train.

SOME POINTS TO KEEP IN MIND WHILE IDEATING

* Challenge existing assumptions- Directly challenging your assumptions is a powerful way to break old habits, re examine existing policies and employ new ideation techniques. Say, we don’t like a certain vegetable. Even so, we still eat the same vegetable when it comes with a burger. Why? Because we never bother to think that the burger could also be bought without the vegetable and simply assume that it comes with the burger. Similarly, the idea should instigate a need.
* Try to relate unrelated ideas- Like in the earlier example of bullet trains, one can think of other unrelated ideas
* Write a story- Think of an idea and write whatever you know about that topic. Try to frame the ideas and come up with an efficient strategy.
* Rethink- Dont be fixated on a particular idea. If it seems bad, discard it and think of something new.
* Reverse thinking- Think back on the idea and check for any flaws in practical implementation of the idea and make amends.

Things to do:

* State your challenge
* Reverse that challenge
* Then, take your reversed thought, and answer it.
* Examine the list you made addressing your reversed challenge, and see if it can inspire you to come up with new ways to tackle the challenge.
* Coordinate with the members in your team and be open to their ideas.
* Step 1: Break your group up into groups of 2 people.
* Step 2: Distribute pieces of paper then have a member of each group sketch a central image related to your concept.
* Step 3: Have that person give the points to another member of the team. Then, the next member will jot down another related set of points.
* Step 3: Teams should repeat the above steps, until each person has added a component to a final compilation. You can also repeat this multiple times.
* Step 4: After the collaboration is over, teams should look at the complete compilation they created. While it might not be the final concept you want to use for your pitching, it may reveal linked ideas that each person might not have been able to come up with on their own.