



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Idea Management System

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IDEAs are starting step for the process of innovation .

But we are not very receptive to new ideas.
We do not know the sources of new ideas.



Objective of Idea Management System

- Overcoming resistance to change
- Overcoming prediction disability



KEY processes in an innovation programme

- Idea Management
- Buzz Creation
- Training and Development

Idea Management

- Who submits?
- Who selects?
- Who funds?



Idea of a Challenge Book

- Identify the right problem to solve



- According to Ratan tata
 - “If there are challenges and those challenges are difficult, then some interesting, innovative solutions will come. “



Challenge Book

- Feel the pain
- Sense the wave
- See the waste



- Feel the Pain
 - Customer (current)
 - Customer (future)
 - Employee
 - Partner



- Sense the Wave
 - Technology
 - Demographic
 - Regulatory
 - Fashion



- See the waste
 - Human effort
 - Natural resources
 - Technology resources



Thank You

