

# IDEA GENERATION



Idea Generation



# Section 1

## Introduction



# Lecture 1

## Course overview

# Course overview



- I'm the founder of a large web application studio based in San Francisco
- Sprintkick

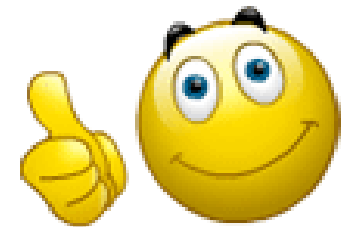
# Course overview



- We specialize in taking ideas, turning them into solid, testable, working concepts, and then we take it all the way to deployment and to launch
- Over the last 4 years, I've built around 100+ mobile apps

# Course overview

- This course is for everyone who is interested in entrepreneurship
- You will have different activities and worksheets to help you





# Course overview

- Section 1: Getting started
- Section 2: Laying the groundwork
- Section 3: Making it fit for you
- Section 4: Ways of coming up with ideas
- Section 5: Business models
- Section 6: Evaluate and test your ideas
- Section 7: Idea advice and commentary



# Lecture 2

How to get the most out of the course



# How to get the most out of the course

- You will have assignments like filling out worksheets
- Course format - talking head videos
- Brainstorming, thought experiments
- At the end you will have a list of business ideas





# Lecture 3

First thing to do

# Say Hi!

- ❖ Thank you for taking this course!
- ❖ Introduce yourself (on the right)
- ❖ Ask any questions
- ❖ Post any requests you have for the course





# Lecture 4

How to use the web app -  
the idea generator!

# How to use the web app

- [sprintkick.com/idea](https://sprintkick.com/idea) generation

- Username: student
- Password: ideageneration



The screenshot shows the 'Idea Generation' web app interface. At the top right is the logo for 'teach by sprintkick'. Below the title is a section titled 'Input Your Information' with a downward arrow. This section contains four input fields: 'Hobbies:' (with a blue background), 'Passions:' (with an orange background), 'Skills:' (with a white background), and 'Industries You're Interested In:' (with a green background). Each field has a plus sign icon below it. Below these fields is a 'Mode' dropdown menu set to 'Easy'. At the bottom of the form is a blue button labeled 'hit me'.

- Fill in your hobbies, passions, skills, industries you're interested in

# How to use the web app

- You can try “easy mode” or “hard mode”
- Press “hit me”
- You might have to look up some of the terms
- Combine the options you get to create a business idea



The screenshot shows the 'Idea Generation' web app interface. At the top right is the logo for 'teach by sprinkles'. Below the title 'Idea Generation' is a section titled 'Input Your Information' with a downward arrow. This section contains four input fields: 'Hobbies' (blue background), 'Passions' (orange background), 'Skills' (white background), and 'Industries You're Interested In' (teal background). Each field has a plus sign icon below it. Below these fields is a 'Mode' selector with 'Easy' selected. At the bottom is a blue 'hit me' button.

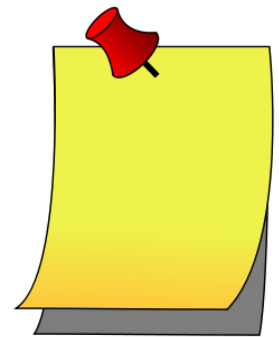


# Lecture 5

Your most important tool -  
the scratchpad

# The scratchpad

- Grab anything that you could write on, a piece of paper or a page on your computer
- If you have some inspiration, you need to write it down immediately - make sure the ideas don't go to waste
- You can use Evernote







# Lecture 6

ACTIVITY: Idea lister builder

# Idea lister builder

- Write down your ideas when they come to you
- Keep track of them
- At the end, make an evaluation
- The equation of the complete idea:  
**Subject + problem/benefit + business model**

Ready to get started?

Use this worksheet to keep track of your ideas as you go through the course. As you come up with ideas, I suggest you use your scratchpad first to jot down your ideas. After you've had some time to think about them come back to this worksheet and fill them out.

**Useful:** When you have a complete list of your ideas, use the last sheet to summarize & rank your ideas. Feel free to change your rankings as your thoughts progress. Proceed to the 2<sup>nd</sup> to last section of the course when you have a list and follow the lectures on "Idea Evaluation". See if they're any good! ☺

**Remember:** You don't have a complete business idea until you all 3 components:

**SUBJECT + PROBLEM (or Benefit) + Business Model = IDEA**

(See lecture: "Components of Ideas")

My idea list:

Write here →

My ranking:  ← Write a number here

How enthusiastic about this idea are you:

1 2 3 4 5 6 7 8 9

Link one ↗

# Idea lister builder

- Each page is devoted to an idea
- Who is giving you money?
- What problem you're solving?
- What business model do you think you'll use?
- At the end of the page, answer the basic questions - ranking, enthusiasm





# Lecture 7

WORKSHEET: Idea lister builder



# Lecture 8

RESOURCES: Recording your ideas



# Lecture 9

Section 1 review material