

---

# Ideation

Ass. Prof. Antonis Livieratos  
Department of Business Administration, NKUA



HELLENIC REPUBLIC

**National and Kapodistrian  
University of Athens**

— EST. 1837 —

# Where do good ideas come from...

## Brainstorming

- Preferably a group exercise
- Need to have a time limit
- We are interested in quantity not quality of ideas
- Foster non-conventional ideas
- Building on the ideas of others
- Maximum number of participants: 8
- Ideal number of participants: 4
- Ideally conducted in a third place (not at home, not at the office) where participants feel comfortable
- Not on Monday morning, not Friday afternoon
- Participants must feel equal during the process
- Adding visuals can help the process



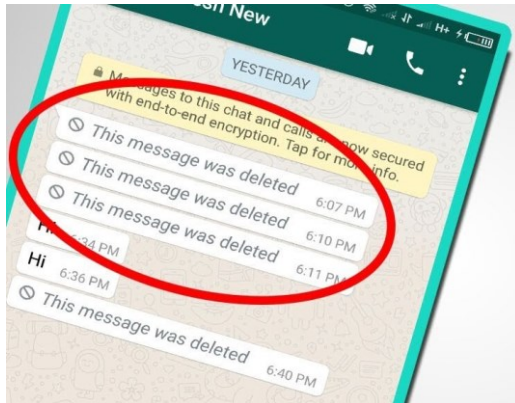
# Where do good ideas come from...

## Personal experience

Problems and needs that you encountered. Are you the only person facing this problem? Would a solution attract a great number of potential clients? Is there a market for solving the problem?



## “Eureka moment”



## Observing problems and mistakes of existing products/services

Could these be improved? If yes, is the solution an entrepreneurial opportunity?

# Where do good ideas come from...

## Copying best practices from a different environment

E.g. Starbucks «*He had a vision to bring the Italian coffeehouse tradition to America. He wanted to create a place for human connection, conversation and one that fostered a sense of community – a third place between work and home*».



# Where do good ideas come from...

## Observing trends

Hipsters are dead. What's next?



## Scientific Approach

A scientific invention in the framework of a lab. In this case often *“we have a solution, and we search for a problem to apply the solution”*



# Where do good ideas come from...



purposeful

**Purposeful discovers new treatments and develops pharmaceutical products for rare diseases, by repurposing already marketed drugs. Our vision is to fully employ AI repurposing and revisit rare and common diseases to reverse disease phenotypes.**

[approach](#) [rare diseases](#) [pipeline](#) [partnerships](#) [about](#)



# Where do good ideas come from...

A gap in the market



**An asset** *E.g. the founder of Modernizr.com had a collection of 100.000 pieces of art in an electronic format (no rights infringed)*





THE FIRST  
BEARD GROOMING RANGE  
FROM THE LAND OF BEARDED GODS



€16

BEARD SHAMPOO



€19

BEARD OIL



€8

BEARD WIPES



€39

HOMMER KIT



# Ideation workshop

Form teams of 4-5

# Ideation workshop

Each team must come-up with at least 9 “problems”

# Ideation workshop

In relation to the final goal (finding an entrepreneurial idea)  
each group must select its best 3 problems

# Ideation workshop

Each team must come-up with solutions on the problems described by the other teams

# Ideation workshop

Each group is proposing its best solutions (based on the other groups problems).

In turn each group prepares an one-minute pitch that answers the following questions

1. Who has the 'problem'
2. The 'problem'
3. The 'solution'





xyA12