



SKILLS LAB

INTRAPAD

How to Generate New Business Ideas

Congratulations! You are making the first step in helping solve some real world problems. This workbook was made to walk you through an ideation process that is used to generate new business ideas to solve problems.

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No Idea!



Problem



Idea



Solution

Identify problems
Identify the problem
Problem statement

Idea generation
Filter
Select

Articulate a solution

Identifying Problems

We start a business to solve a problem

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Part 1

Identify Problems

Overview: Why does someone start a business? They do it to solve a problem! So an easy start to finding a business idea is to find existing problems by observing, documenting, and identifying potential problems to solve.

Task: Write down 3-10 problems you see in the world, your life, or those around you. They can be as general or specific as you want.

Tip: Think about:

- your daily life or routines
- tasks you do at work
- watch the news or people watch
- reflect on conversations you have with people

Examples:

- The delivery network is overworked
- Healthy groceries aren't always affordable
- Not enough storage in my small London apartment
- Time consuming to see my family
- No feminine hygiene product is "good"
- Dentists aren't affordable

Part 1.1 |

Identify the Problem

Overview: There are a lot of things in this world to solve, but it is really important to identify the problem that resonates with you. There is no formula for this, just select one that you find the most interesting or valuable in the world.

Task: Select the one problem from your previous list that you would like to solve.

Ask yourself these questions to pick a problem:

- What do you feel passionate about?
- How big is the problem?
- Is it a problem for a lot of people?
- Does it fill a gap?

Part 2: Problem Statements

After identifying, we turn the problem into a statement

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Problem Statement Template

How might we (intended action)

for (customers)

so that (desired outcome)

Problem Statement Examples

How might we re-work the supply chain in local farms
for drivers, farmers markets, farmers, and buyers
so that healthy food is affordable for everyone

How might we reduce the cost of healthy food
for everyday food shoppers
so that people have access to more food options
and live longer lives

Part 2

Problem Statement

Overview: Problem statements are used to help with brainstorming solutions. It helps you see the problem, the reason you want to solve it, and who is affected by this problem.

The formula for a problem statement is:

How might we (intended action)

for (customer)

so that (desired outcome)

Task: With the problem you have selected build out your problem statement.

Tip: If you build 3-5 of them with the same problem, it will help you ideate more potential solutions!

My problem statement(s):

Recycling is very difficult at household level

Example 1

How might we: expand communication

For: homeowners, landlords, and renters

so that: recycling is easily understood for everyone

Example 2

HMW: create recycling centers

For: municipalities

So that: recycling is accurate all the time regardless of how it is separated

Example:

How might we Expand communication

for homeowners, landlords, and renters

so that recycling is easily understood for everyone.

Part 3: Ideation

We start ideation after you have a problem statement. Ideation = Finding solutions

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Ideation 4 Steps



Part 3 Brainstorming (Ideation Technique)

The primary purpose and benefit of brainstorming is to get as many ideas as possible without limits.



DO

- No idea is a bad idea
- Ask “and” instead of “but”
- Budgets, laws, and other restrictions don't matter
- Encourage your teammates (and yourself) to think out of the box.
- Build on ideas to create new ideas



DON'T

- Ask questions that might cancel an idea immediately
- Say “no” before write the idea down
- Only write down one idea that you think is THE solution

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Part 3

Idea Generation

Overview: Ideation is the creative process of generating, developing, and communicating new ideas. It is used in businesses to develop business models and solutions for customers.

Using the brainstorming process you should write down any idea that comes to mind. During this process there should be no limits and no idea is a bad idea. Encourage yourself, and your teammates to really think outside the box.

Once you get through that, we will go through how to filter your ideas, select the right one, and articulate the solution.

Task: With your problem statement in mind, list out as many possible ways that you might solve this, the more ideas the better.

Tip: Think about:

- The system and stakeholders
- The barriers or laws
- The options a consumer has
- The placement in the market

If you get stuck try another problem statement, challenge, or do some research on industries.

Brainstorm 5-20 ways that you could solve your problem statement

- An app that can tell you where your items go depending on your city
- Community programming to go through recycling/ community clean up
- Make it part of curriculum for education
- Tax system for all recycled items
- Create area in building that outsource for recycling

Example:

- Create an "ugly food" sections in grocery stores
- Build a platform for farmers to sell goods online
- Eliminate food bullies in the farming industry
- Build a guide for healthy eating dependant on seasonality and location

Part 3.1 | 1 minute

Filter

Overview: It is important to filter your ideas, just because it is an idea, it doesn't mean it is a good idea worth solving. For this step you'll go through all of your ideas and eliminate the ones that are not interesting to solve.

Task: With the ideas you created on the previous step, eliminate the ideas that are not worth solving.

Tip: Think about:

- Will it address the problem?
- What does user / customer think?
- Is it feasible / realistic / legal?
- Is it genuinely novel/new?
- Does it have "wow factor"!
- Is it "more of the same"?
- Does it have additional side benefits?
- Does it align with Sumitomo plans and values?

Also, take a look at the 0-1 Challenge Scoring Criteria on the website.

Example:

~~Create an "ugly food" sections in grocery stores~~ X **Does not meet criteria**

Build a platform for farmers to sell goods online ✓

~~Eliminate food bullies in the farming industry~~ X **Does not meet criteria**

Build a guide for healthy eating dependant on seasonality and location ✓

Part 3.2 Select

The process of filtering will help you understand your customers needs more. During this stage it would be beneficial to do more research on the customers you have identified. The solution that fulfills the needs of your customer should be your chosen solution.

Customer	Build a platform for farmers to sell goods online	Build a guide for healthy eating dependant on seasonality and location
Parents who are busy with kids	✓	✓
Young people who are starting careers or are students	✓	
Seniors who often have physical barriers	✓	✓

Think about your customers needs, their lifestyles and the struggles they may have. Break them out into different types of customers



Write all of your potential ideas and check off if that idea truly solves a need for the customer.

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Part 3.2

Select

Overview: Selecting an idea is a process. It requires research and thought about your customers true needs. You will need to compare and analyze a few ideas and ask yourself if the solution solves the problem for your customer.

Task: By thinking like the customer, compare your ideas based on their needs. Use the chart to help you identify your customers and your potential solutions. Check off if the solution solves the problem for the customer. You should also spend some time doing research for this part to ensure you understand your customer's needs.

Tip: Think about:

- Customer / user?
- Likes / Dislikes?
- Motivation & Values?
- Priorities & goals?
- Interests and hobbies?

The solution with the most ✓ should be your final solution.

List customers	Solution 1	Solution 2	Solution 3
Customer 1	✓ if the solution solves the problem		
Customer 2			
Customer 3			
Customer 4			

Example:

Customer	Build a platform for farmers to sell goods online	Build a guide for healthy eating dependant on seasonality and location
Parents who are busy with kids	✓	✓
Young people who are starting careers or are students	✓	
Seniors who often have physical barriers	✓	✓

Part 4: Articulation (Solution Statement)

Once you have filtered down to the final solution,
we now have to articulate this. Articulation =
Solution Statement

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Part 4

Articulate a solution

Overview: Articulate in clear terms the solution that best solves your problem for the potential customers you wish to have!

This solution should consider the below checklist before building out. This step should take additional research and more maybe more ideation and brainstorming.

- Solve?
- Novel?
- Wow factor?
- Benefits?
- Persona perspective?
- Strategic Alignment?

Task: Build on the idea and reframe your problem. Start building out your solution statement.

Tip: Think about:

- How can we make this real?
- Look at the companies who tried to solve the problem
- Look at the products that have been tried?
- What other people thought their unique insights were?

List your solution

We intent to: (type in intended action)

For: (type in customer)

so that: (type in desired outcome)

Example:

We intend to build an alibaba of grocery stores

for every day people

so that they have access to more food options and live healthier lives.

Recap!

You have now gone through the ideation process including problem identification, problem statements, idea generation, filtering and selecting and lastly, articulating a solution.

For more information on the 0-1 Challenge or to book a 1-on-1 with L Marks visit sco1challenge.com



No Idea! → Problem → Idea → Solution

Well done!