

IDEATION GUIDELINES

This paper contains an introduction for the ideation material.

First of all we want to emphasize that everyone have the ability to be creative. For some it might be easier than for others but everyone can be creative, and everyone can train their creative skills through exercises and a reflective mindset.

Before using the exercises we would really recommend you to try some of them yourself so you have a feeling for the process the students are going through.

The slides are in themselves not very informative but are merely a way to structure your teaching as well as it is providing visuals for the presentation. In the notes for each slide, you will find background, descriptions and links that will guide you through the exercises and the purpose of them.

The slides are divided into four sections: 1) Introduction for ideation, 2) Understanding the problem, 3) Ideation exercises, 4) Developing ideas. The introduction is for you and the students alike and gives a basic comprehension of ideation. The section about understanding the problem and challenge at hand is of great importance. Often time we see bad solutions and ideas on the basis that the inventors really did not understand the problem and the people experiencing it. A good understanding of the problem gives a good ground for coming up with a viable solution. The third section has exercises for generating a lot of novel ideas. And the last section gives you tools to develop the ideas into viable concepts.

Here's an overview of the content in the slideshow:

- **INTRODUCTION**
 - Check in/check out
 - The Double Diamond, the design process
 - What is Creativity and Innovation?
 - How to be Creative
 - Mindset
 - Tool Boxes

- **UNDERSTANDING THE PROBLEM**
 - 9-dot Challenge
 - Constraints
 - Distorted Practices
 - Mapping the Problem

- **IDEATION**
 - Brainstorm
 - Random Pictures Brainstorm

Venture Cup is a non-profit organization constantly striving to help and inspire young entrepreneurs through access to advisors, workshops, networks and competitions. For the past 13 years we have facilitated the creation and growth of more than a 200+ startups and continue to do so every day.

- Negative Brainstorming
- Idea Space
- Brainwalking

- **DEVELOPING IDEAS**
 - Be Critical
 - Ideas versus Concepts
 - Clustering
 - Prototyping
 - Dot Voting
 - Evaluation Criteria and Matrix