

## 4. Techniques of idea creation

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### 4.1. Sources of ideas

Ideas come from people we know, stories we hear, the work we do, our interests, our opinions and our experiences. Some could help you get ahead at work, improve your business operations or even make your fortune. Business ideas are all around you. Some business ideas come from a careful analysis of market trends and consumer needs; others come from luck. But how can you find a source of ideas and knowledge?

You could start by examine your own (or personnel's) skill set for business ideas. To find a viable business idea, ask yourself, "What have I done? What can I do? Will people be willing to pay for my products or services? Do I have the skills to develop this idea?"

It is also essential to keep up with current events and be ready to take advantage of business opportunities. Keeping up with current events will help you identify market trends, new fashions, industry news – and sometimes just new ideas that have business possibilities.

Observation of the market is another source of generating ideas and can lead to invent a new product or service. The key to coming up with business ideas for a new product or service is to identify a market need that's not being met. Ask yourself, "How this situation could be improved?" Ask people about additional services that they'd like to receive. Focus on a particular target market and brainstorm business ideas for services that that group would be interested in.

Another opportunity appears at changing existing products or services by adding value to an existing product or improving an existing product or service. You might also add services, or combine the product with other products. What business ideas can you develop along these lines? Focus on what products you might buy and what you might do to them or with them to create a profitable business. There are very few products (or services) that can't be improved. Start generating business ideas by looking at the products and services you use and brainstorming ideas as to how they could be better.