

Generating and Developing Business Ideas

Step 1: Idea Generation (5 minutes)

- Students individually brainstorm and write down as many business ideas or problems as possible.
- Focus on identifying real-world problems or opportunities that could be addressed.

Step 2: Idea Presentation and Selection (10 minutes)

- Students take turns presenting their ideas to the group.
- As a team, they discuss and choose the most interesting or promising idea to work on further.

Step 3: Problem Exploration with "How Might We" (15 minutes)

- Students identify 3–5 specific problems related to their selected idea.
- For each problem, they write a corresponding "How might we?" question using the *How Might We Template*.

Step 4: Idea Generation with Idea Cards (15 minutes)

- For each "How might we?" question, students write down one solution idea on an *Idea Card* under the heading "Idea."
- They generate a total of 5 ideas and then evaluate each idea using predefined criteria (e.g., feasibility, impact, innovation).
- Based on the evaluation, the team selects one idea to develop further.

Step 5: Detailed Development with a Canvas (45 minutes)

- Using the *Canvas Template*, students expand their selected idea into a detailed concept.
- They outline key components such as target audience, value proposition, resources needed, and implementation steps.