

**WELCOME TO**



**Better Idea  
Generation**

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**TEACHING  
ENTREPRENEURSHIP  
SUMMIT**  
SUMMER 2021

# Better Idea Generation

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TEACHINGENTREPRENEURSHIP.ORG

# Problem:


**Too often,  
student business  
ideas are**

\_\_\_\_\_ .

**Best business  
ideas are...**

	<b>Accelerator</b>
<b>Goal</b>	<b>Successful Exits</b>
<b>Unique</b>	✓
<b>Feasible</b>	✓
<b>Scalable</b>	✓

**Best business ideas are...**

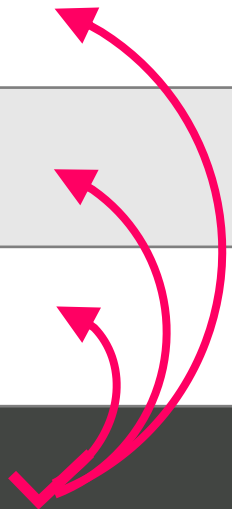
	<b>Accelerator</b>	<b>Academic</b>
<b>Goal</b>	<b>Successful Exits</b>	<b>Build Skills</b>
<b>Unique</b>	✓	
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<b>Scalable</b>	✓	
<b>Skill Building</b>		

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Unique	✓	
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Scalable	✓	
Skill Building		



Best business ideas are...

	Accelerator	Academic	
Goal	Successful Exits	Build Skills	
Unique	✓	↓	
Feasible	✓		
Scalable	✓		
Skill Building			✓

**Best skill-building ideas are...**

	<b>Accelerator</b>	<b>Academic</b>
<b>Goal</b>	<b>Successful Exits</b>	<b>Build Skills</b>
<del>Unique</del>	✓	↓
<del>Feasible</del>	✓	
<del>Scalable</del>	✓	
<b>Skill Building</b>		

Our opinion  
isn't important

	Accelerator	Academic
Goal	Successful Exits	Build Skills
<del>Unique</del>	✓	↓
<del>Feasible</del>	✓	
<del>Scalable</del>	✓	
Skill Building		

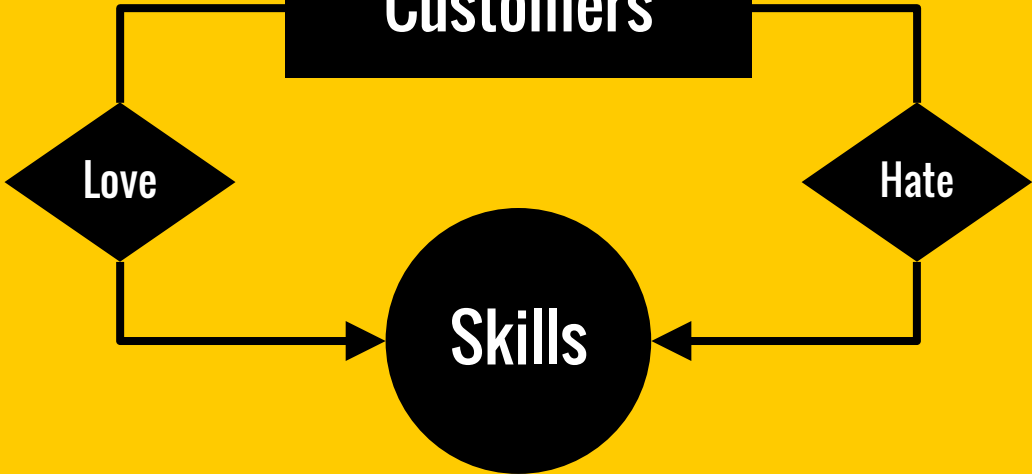
Only 1 group whose opinion matter...

	Accelerator	Academic
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<del>Unique</del>	✓	↓
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Skill Building		

Students



Customers



Skill Building

Only 1 group whose opinion matter...

Students



Customers



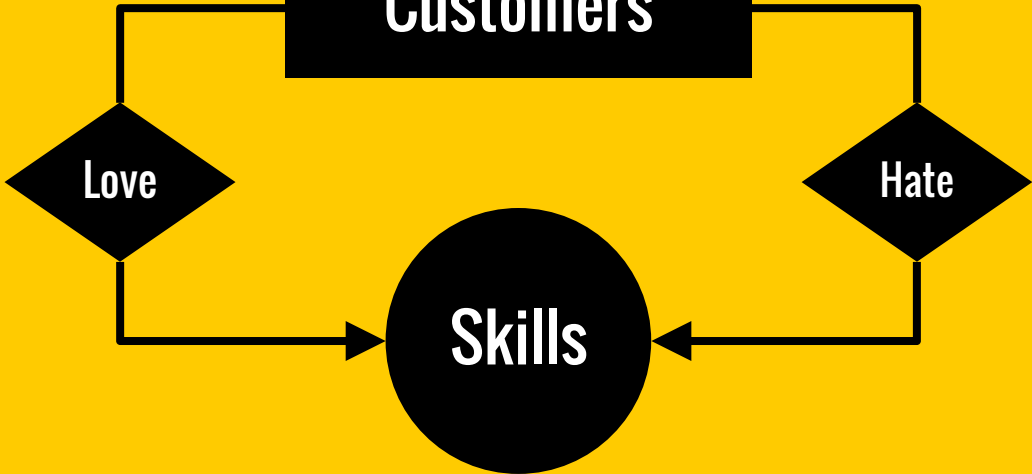
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Skill Building

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# Summary

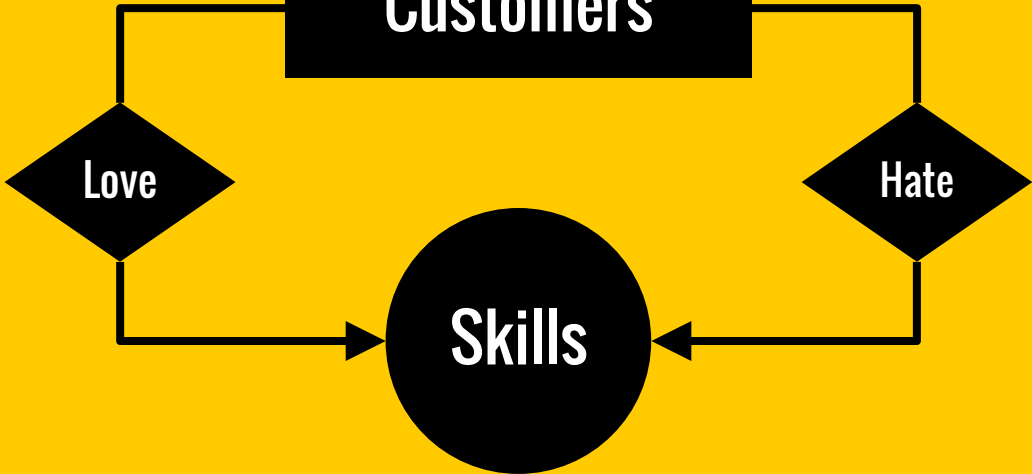
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**Our opinions  
hurt more  
than they  
help.**

Students



Customers



Skill Building

Only 1 group whose opinion matter...

Learning from



1. **Success = Students Failing**
2. **Decline to offer opinions**
3. **Market is the teacher**

Skill Building

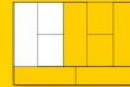
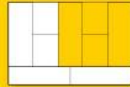
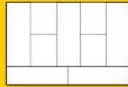
**4 Tips**

# Structured Curriculum

**EXEC**

Find a Problem Worth Solving

Find a Solution Worth Building



Weeks

1 - 2

3 - 4

5 - 6

6 - 8

9

10

10

11

12 - 13

14 - 15

Skills

Growth Mindset

Leveraging 1st Failure

Ideation Generation

Customer Interviewing

Problem Validation

Creativity & Design Thinking

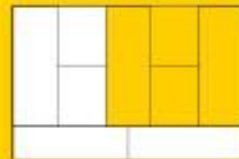
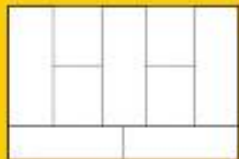
Financial Modeling

MVPs & Prototypes

Running Experiments

Pitching & Storytelling

## Find a Problem Worth Solving



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Customer  
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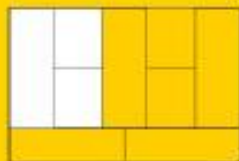
Problem  
Validation

C

## Find a Solution Worth Building



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Creativity &  
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Financial  
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MVPs &  
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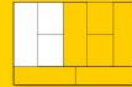
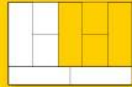
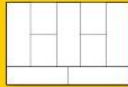
Pitching &  
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# Preview: TeachingE.org

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4. Ideas that **excite** students

Skill Building

4 Tips

# Exciting Ideas

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1. **Ideas come from** problems
2. **Problems come from** people

# Exciting Ideas

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1. **Ideas come from** problems

**Emotionally**  
**Intelligent**  
**Innovation**



A. 2 6 14 17 32 38  
B. 1 9 18 29 33 41  
C. 4 8 12 23 30 39  
D. 5 7 16 26 34 40

**GET RICH. GET HAPPY. NOW.**

# Exciting Ideas

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1. **Ideas come from** problems
2. **Problems come from** people

**Problem**

**Generation**

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**Taste of the  
Experience**

**60 - 70 minutes**

# Problem Generation

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Friends &  
Family

Boxes: 1 & 2

# Problem Generation

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## Asking About Problems

Boxes: 3 & 4

# Problem Generation

---

**Your People**

Boxes: 6 & 7

**Problem  
Generation**

---

**Emotion  
Storming**

**Pick 3**

**Problem**

**Generation**

---

**Emotion  
Storming**

**Only 3 emotions  
per segment**

**Problem  
Generation**

---

**Opportunity  
Assessment**

**Pick 4**

**Problem  
Generation**

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**Ideal  
Customers**

# Problem Generation

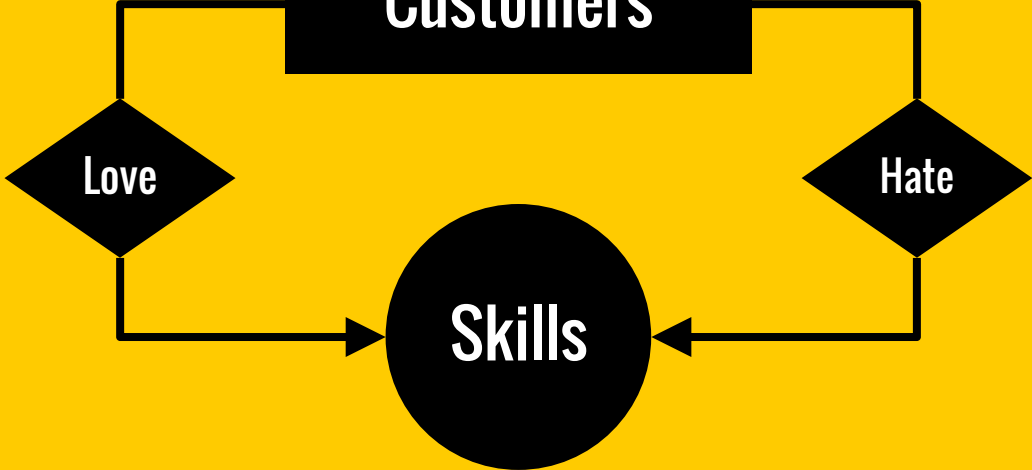
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**Had a term to  
help these  
people?**

Students



Customers



Skill Building

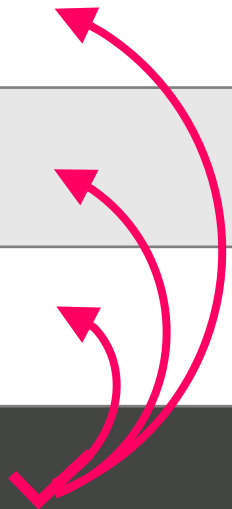
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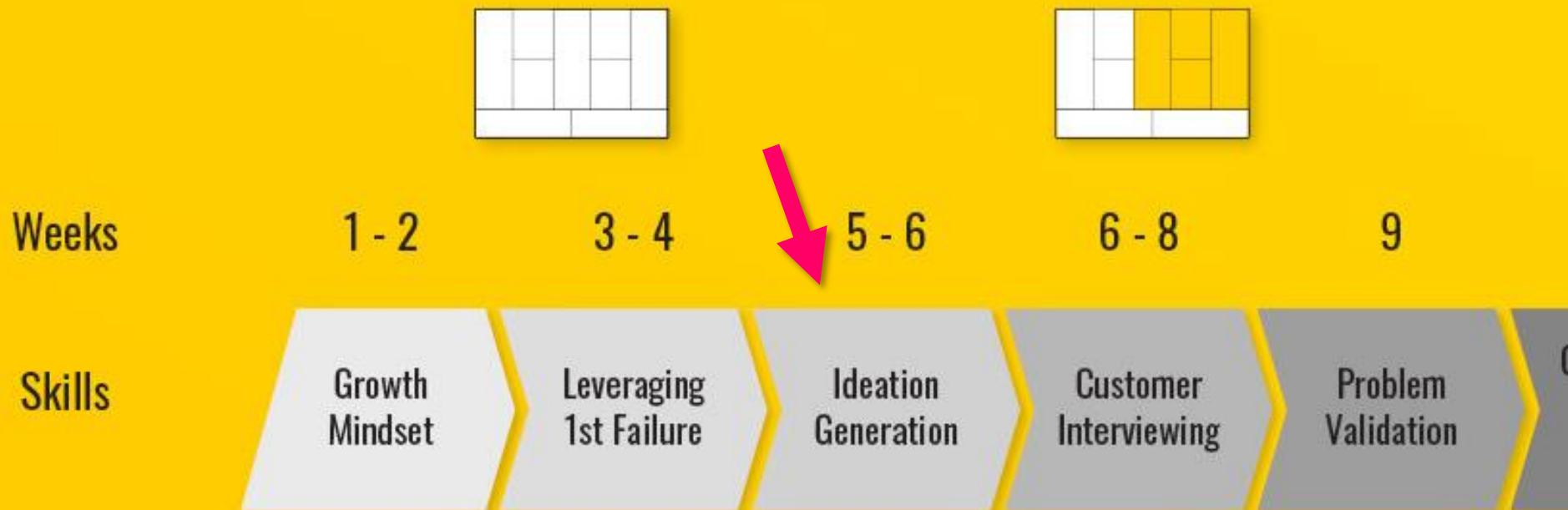
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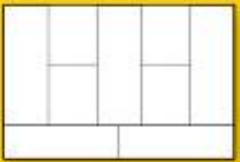


## Find a Problem Worth Solving



## Find a Problem Worth Solving

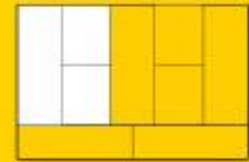
## Find a Solution



3 - 4



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Leveraging  
1st Failure

~~Problem  
Ideation~~  
Generation

Customer  
Interviewing

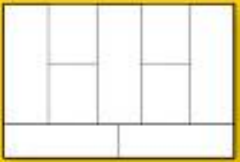
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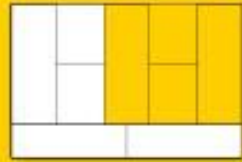
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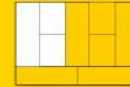
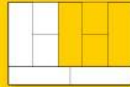
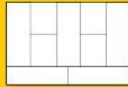
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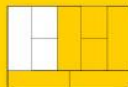
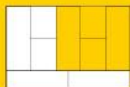
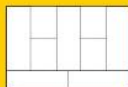
Pitching & Storytelling

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Find a Problem Worth Solving

Find a Solution Worth Building



Weeks      1 - 2      3 - 4      5 - 6      6 - 8      9      10      10      11      12 - 13      14 - 15

Skills      Growth Mindset      Leveraging 1st Failure      Ideation Generation      Customer Interviewing      Problem Validation      Creativity & Design Thinking      Financial Modeling      MVPs & Prototypes      Running Experiments      Pitching & Storytelling

Learning from



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Tips

# Coming Up

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# First

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# Takeaways

# Questions

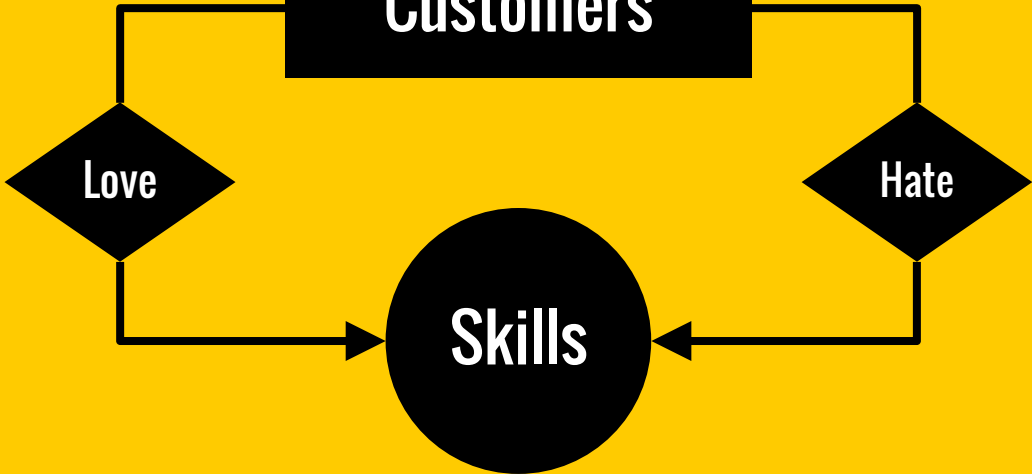
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Skill Building

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