

**YOUNG  
CEO  
PROGRAM**



**thinkstartup**

**Session 4 : Ideation Techniques**

**End of Day Assignment:**  
**2 min Video Pitch on your idea**  
**(11:59pm)**



# How do people get ideas



# How to come up with Ideas

- Things that 'bug' you.

Idea = Need



Idea = Need





# How to come up with Ideas

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Idea = Need







Idea is nothing but a  
**new combination** of  
old elements





... a habit that leads to  
**search for relationships**  
between different  
things

# Coming up with ideas – 5 Whys



Think of a problem and ask Why 5 times

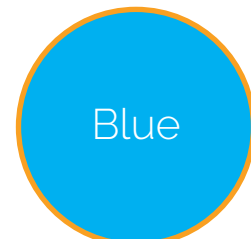
1. Why do you want to be a writer? *To be able to share my story with the world.*
2. Why do you want to share your story? *To help someone who has gone through a similar ordeal.*
3. Why do you want to help someone? *I know how it feels like to feel lost and having no one to turn to so I want my readers to feel less alone.*
4. Why do you want your readers to feel less alone? *The road to success can feel lonely at times and having someone who understands can really 10x their output.*
5. Why do you want them to 10x their output? *So they can live better lives.*



# How to come up with Ideas

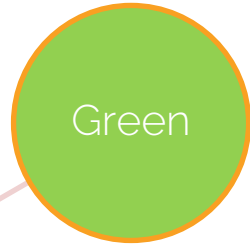
- Opportunities due to changes in the world around us
  - Current Events Eg: Covid / Social Distancing
  - New advances in Science and Technology ex: AI, 5G
  - Changes in society such as demographics, politics – Gen Z
- Can you do something
  - faster
  - better
  - cheaper





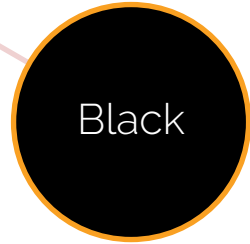
Control

- Let's lay down some rules
- Our idea selection criteria is..



Creative,  
Full of ideas

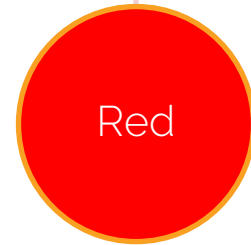
- What's something that we haven't tried yet.
- Let us do it this way.



Critical Judgement

Ah! I can see 2 holes in the solution

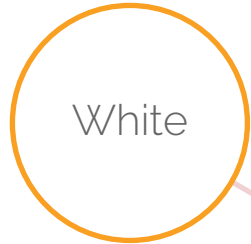
This cannot work due to ..



Feelings and Emotions

- Positive and Negative

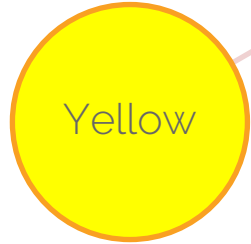
**This is so exciting and makes me anxious**



Data,  
Facts and Figures

Let us look at the numbers

What info are we missing?



Brings positive outlook

I can see some good things here



6 Ways of Thinking



# Short Case : **Brainstorm**



- DKF runs a Pet Foods business Cats and Dogs love DKF products.
- Recently, a new start-up PKF has come. The Pet Mag says PKF makes awesome pet food, which is tastier, cheaper and pets are eating more.
- Consequently, DKF customers (pet-owners) are leaving and switching to competition (PKF)
- DKF has invited you to join his CRACK TEAM that will help him out of this crisis fast.





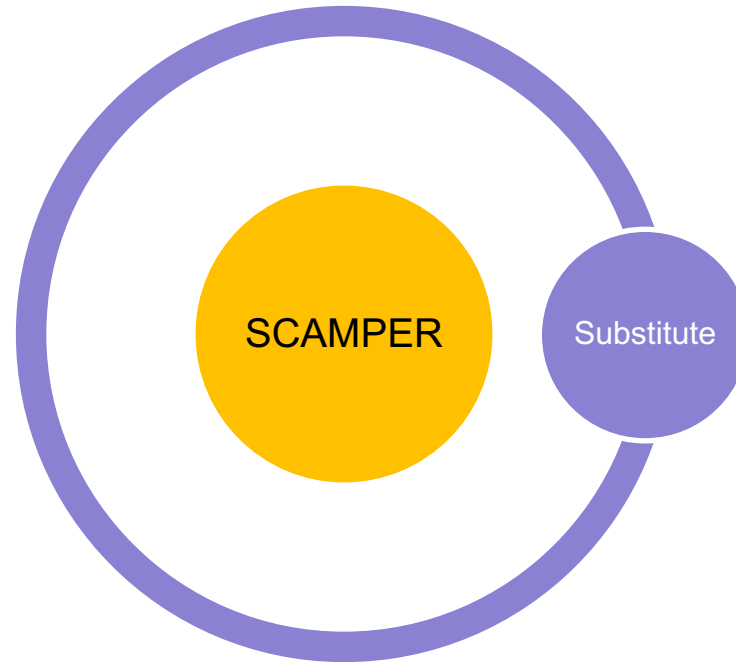
## **End of Day Assignment:**

**2 min YouTube Pitch on your idea**

**+ Gets uploaded tom. morning**

**+ Your job is to get max likes**

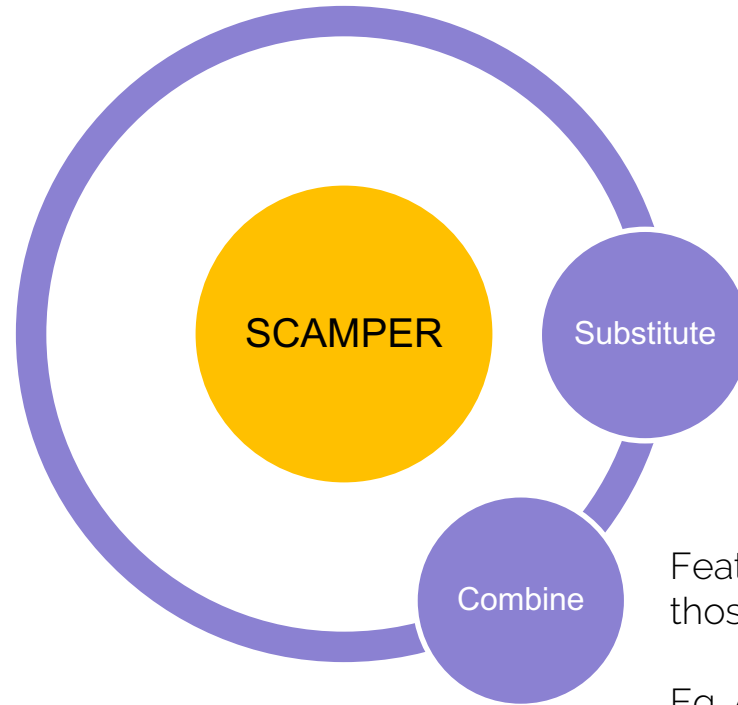
**Special YCEO Prizes**



Components, Parts,  
Materials and People,  
that can be substituted.

Eg. Plastic lens for  
sportsperson





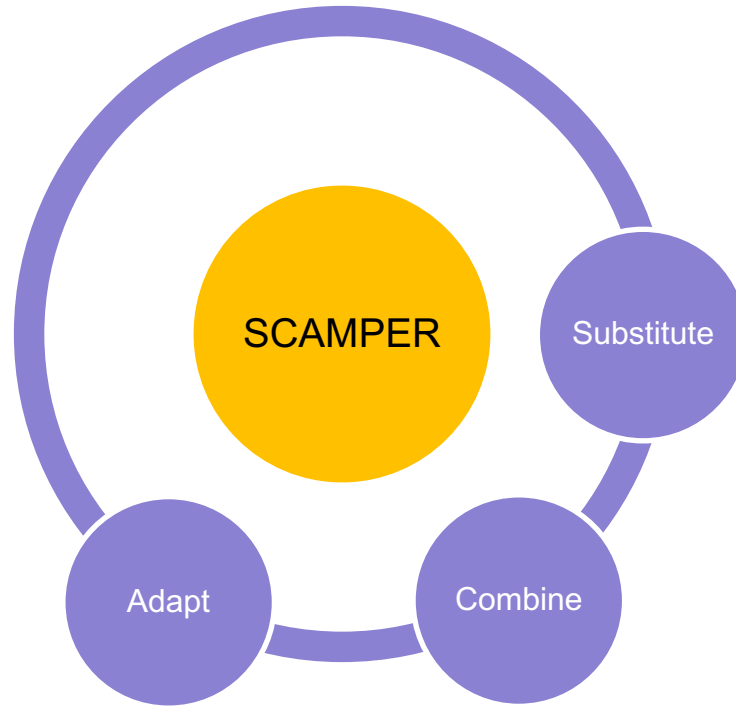
Features, devices, etc.  
those could be combined.

Eg. Activity Tracker on  
mobile phone



How could you adapt or readjust a product to serve another purpose?

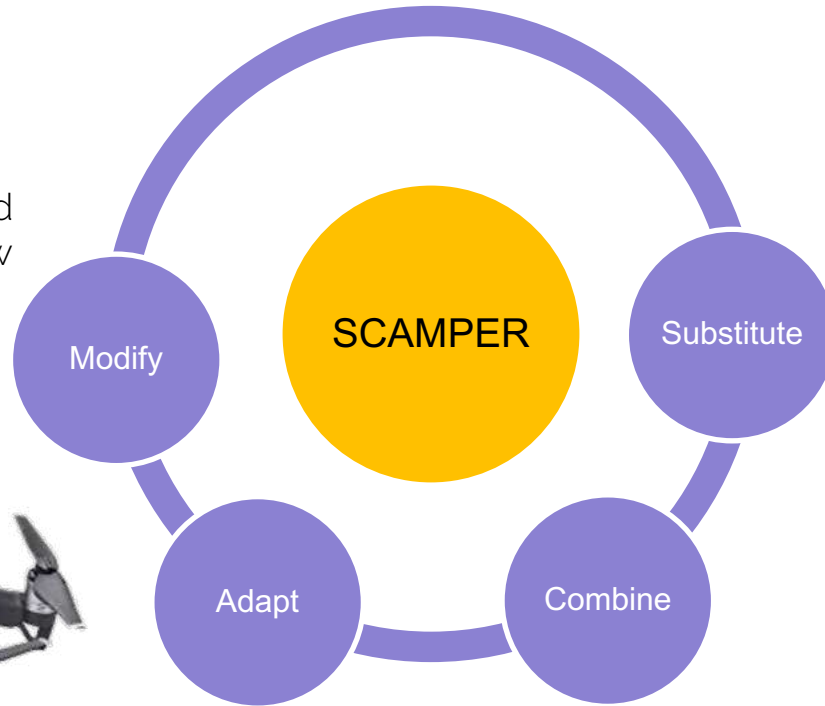
Eg. Marker pens changed to roll-on deodorant





Change the size, look and feel of something for new purpose

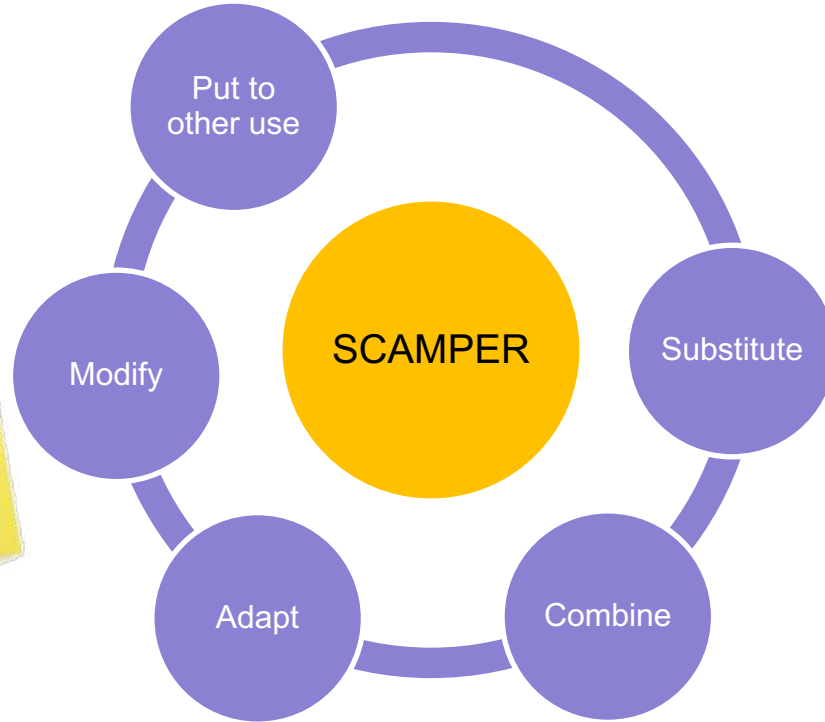
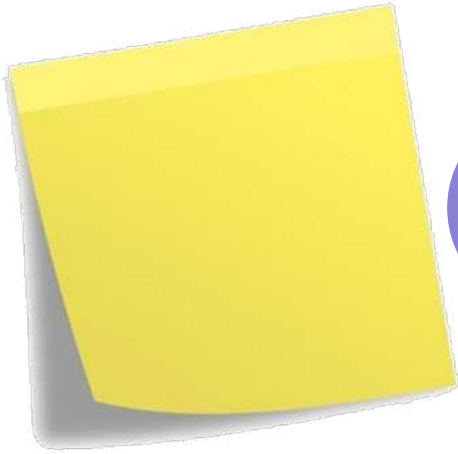
Eg. Helicopter to Quadcopter drone





Change the purpose of something and use it for something else.

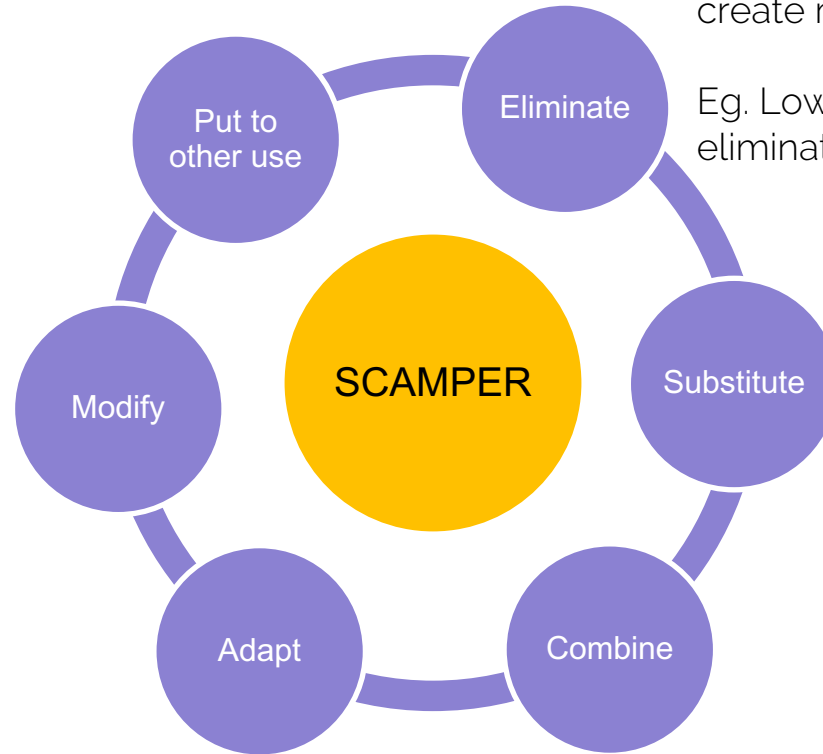
Eg. Post-it notes



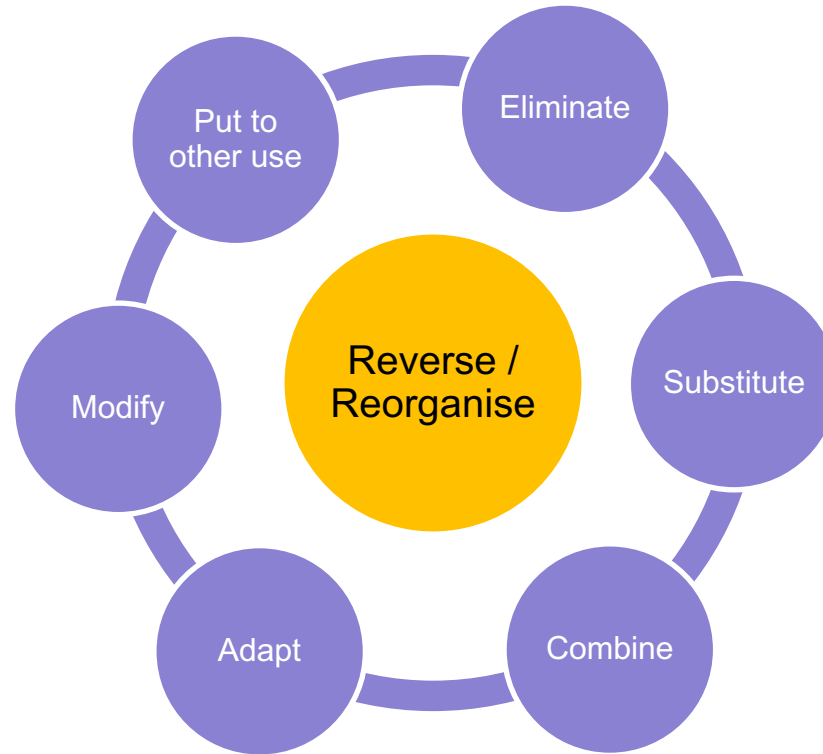


Eliminate something to  
create more value

Eg. Low cost airlines  
eliminated serving food

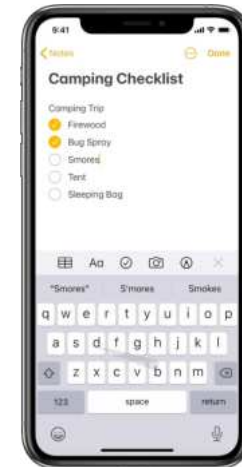






Rearrange the product or reverse the process

Eg. Virtual keyboard



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