

DEVELOPING STARTUP IDEAS



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání

MŠMT
MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

TYPES OF STARTUP IDEAS

- New market ideas – product or service exist on another market
- New technology ideas – unique technology
- New benefit ideas – offering customers benefits from new and improved products or better ways of performing old functions

(Longenecker 2014, p. 62-63)

COMMON SOURCES OF STARTUP IDEAS

45 % Prior work experience

16 % personal interest/hobby

11 % chance happening

7 % suggestion

6 % education/courses/family business

5 % friends, relatives

4 % others

(National Federation of Independent Business in Longenecker 2014, p. 64)

OPPORTUNITY SOURCES:

- Work experience
- By inspired from abroad
- Social and demographical changes
- New technology
- New legislation

(Svobodová, Andera 2017, p.38)

OPPORTUNITY X IDEA

USING INNOVATIVE THINKING TO GENERATE BUSINESS IDEAS

- Borrow heavily from existing products and services or other industries
- Combine two businesses to create a market opening
- Begin with problem in mind or think of PAIN that you can relieve
- Recognize a hot trend and ride the wave
- Study an existing product or service and explore ways to improve its function
- Think of possibilities that would streamline a customer's activities
- Consider ways to adapt a product or service to meet customer needs in a different way
- Imagine how the market for a product or service could be creatively expanded
- Study a product or service to see if you can make it green
- Keep an eye on new technologies (Longenecker 2014, 66-69)

RESOURCES:

Small Business Management, Launching, Growing Entrepreneurial Ventures, 17th edition.

Longenecker, Petty, Palich, Hoy. CENGAGE Learning USA 2014, ISBN 13-978-1-133-94775-1

Od nápadu k podnikatelskému plánu, Svobodová, I. Andera, M. Grada 2017, ISBN 9788027104079