



# How To Turn Good Ideas Great





## Rui Barros Silva

Enterprise Education Manager



👍 eating ice cream

👍 brainstorming ideas

👎 waking up early



Enterprising  
**Futures**  
at **LSBU**



## Overview of programming



- Start-up London Programme
- Freelance QuickStart and Series
- 'Start-up Jam' community builders
- Global Entrepreneurship




- M5 Programme
- Start-up and Freelance Summer Camp
- Demo days
- Entrepreneur-in-Residence and specialist support
- Community coffee mornings




- Seed and start-up funding
- Ideation competitions
- Main competition
- Support to enter external competitions



## Overview of programming

 **STARTERS**

- Start-up London Programme
- Freelance Quickstart and Series
- 'Start-up Team' community builders
- Global Entrepreneurship




**Start**

 **WORKS**

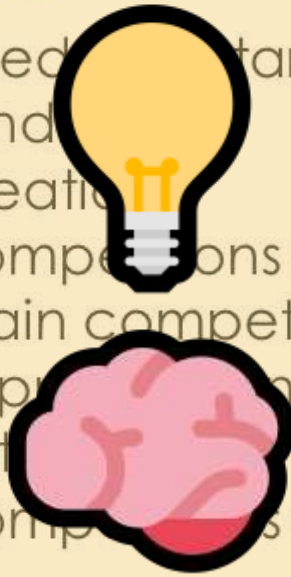
- M5 Programme
- Start-up and Freelance Summer
- Design
- Entrepreneur-in-Residence and specialist support
- Community coffee mornings



**Elevate**

 **IGNITE**

- Seed start-up fund
- Ideation competitions
- Main competition
- Supporter events



**Leap**



# How To Turn Good Ideas Great

# Rules of engagement



**It's a workshop, not a lecture** so please

- 👉 roll up your sleeves
- 👉 ask questions, take and share notes
- 👉 learn and teach something new
- 👉 and be curious!

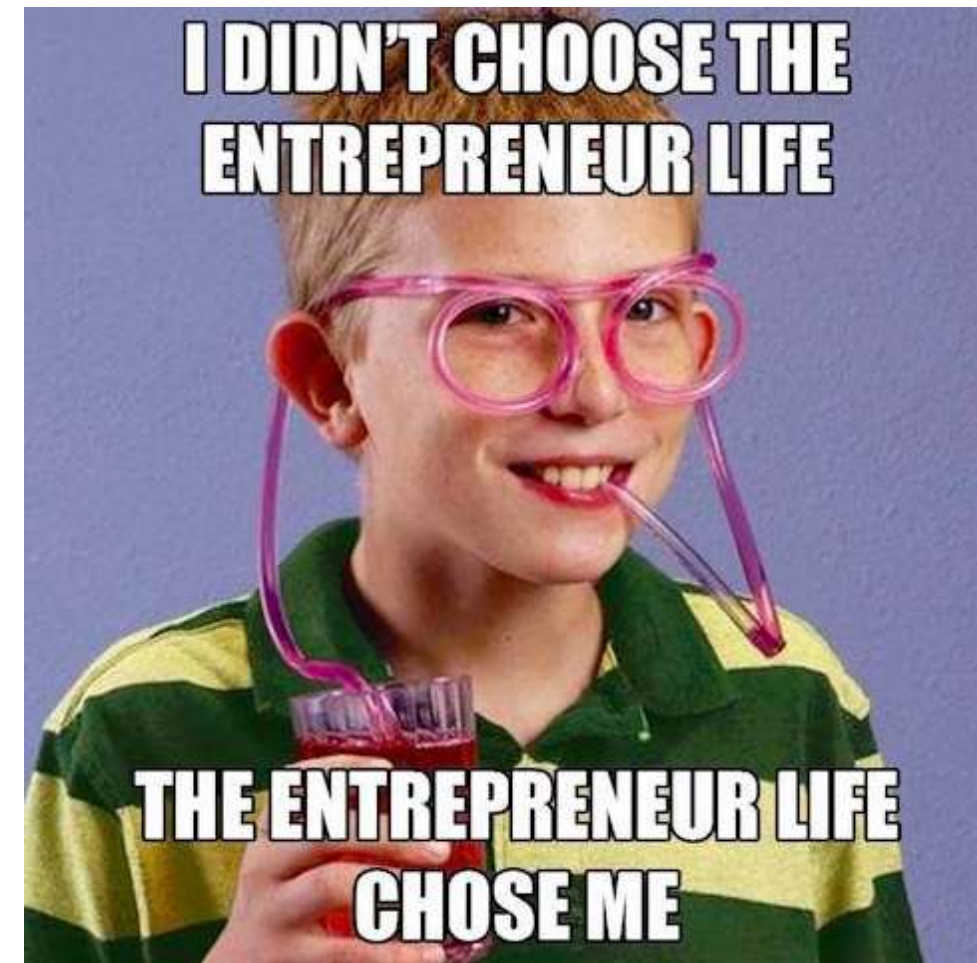




# Today's workshop

## 💡 Ideas 💡

- 👉 How to spot good ideas?
- 👉 How to improve them?
- 👉 How to turn them into action?



**First things first**

**Best way to find ideas is... 🤔**

First things first

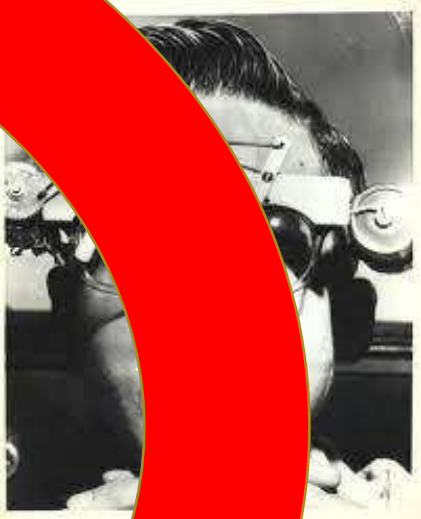
to find problems 😁



# Find a problem



# Find a problem



Find a problem

to find **and fix real** problems 😁



# Find a problem

to find **and fix real** problems 😁



# Find and fix a problem



Detergents



Paracetamol

Airplanes





# Find and fix a problem



Stains



Pain Relief

Fast Travel



# Wicked problems

What about **these** problems? 🤔



Global warming



World peace



Poverty

# Wicked problems

## Wicked problems

Wicked problems are  
**problems with many interdependent factors**  
making them seem impossible to solve.

# Wicked problems

## Wicked problems



# Wicked problems

## Wicked problems

**Break down** wicked problems into **solvable problems**.



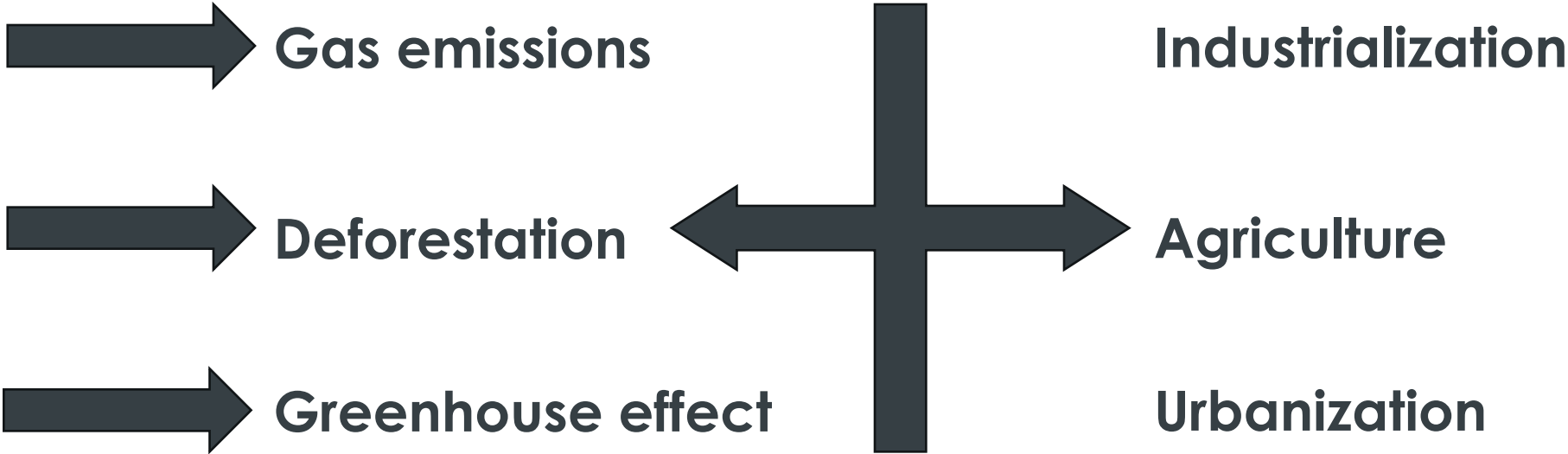
# Wicked problems

## Wicked problems

- ➔ Gas emissions
- ➔ Deforestation
- ➔ Greenhouse effect

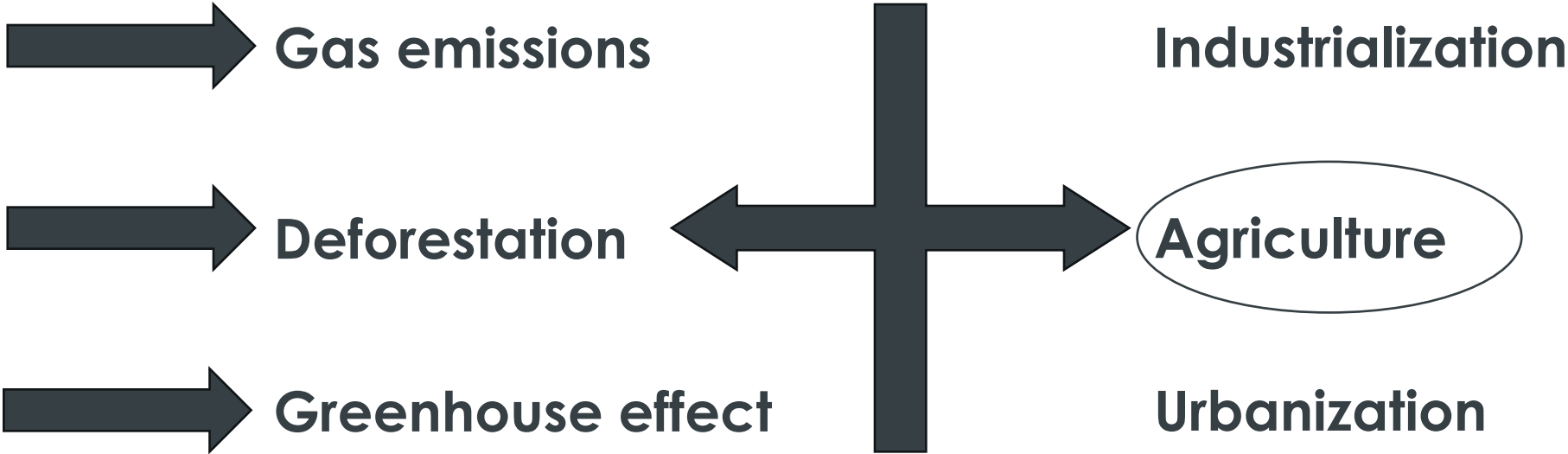
# Wicked problems

## Wicked problems



# Wicked problems

## Wicked problems





# Wicked problems

## Wicked problems

Break down wicked problems into solvable problems.



ethical and sustainable farming



plant-based alternatives



insect-based alternatives

# Finding problems

 I need you to help me... 

# Finding problems

 I need you to help me...   
 **finding** problems 

# Finding problems



Inequality

# Finding problems



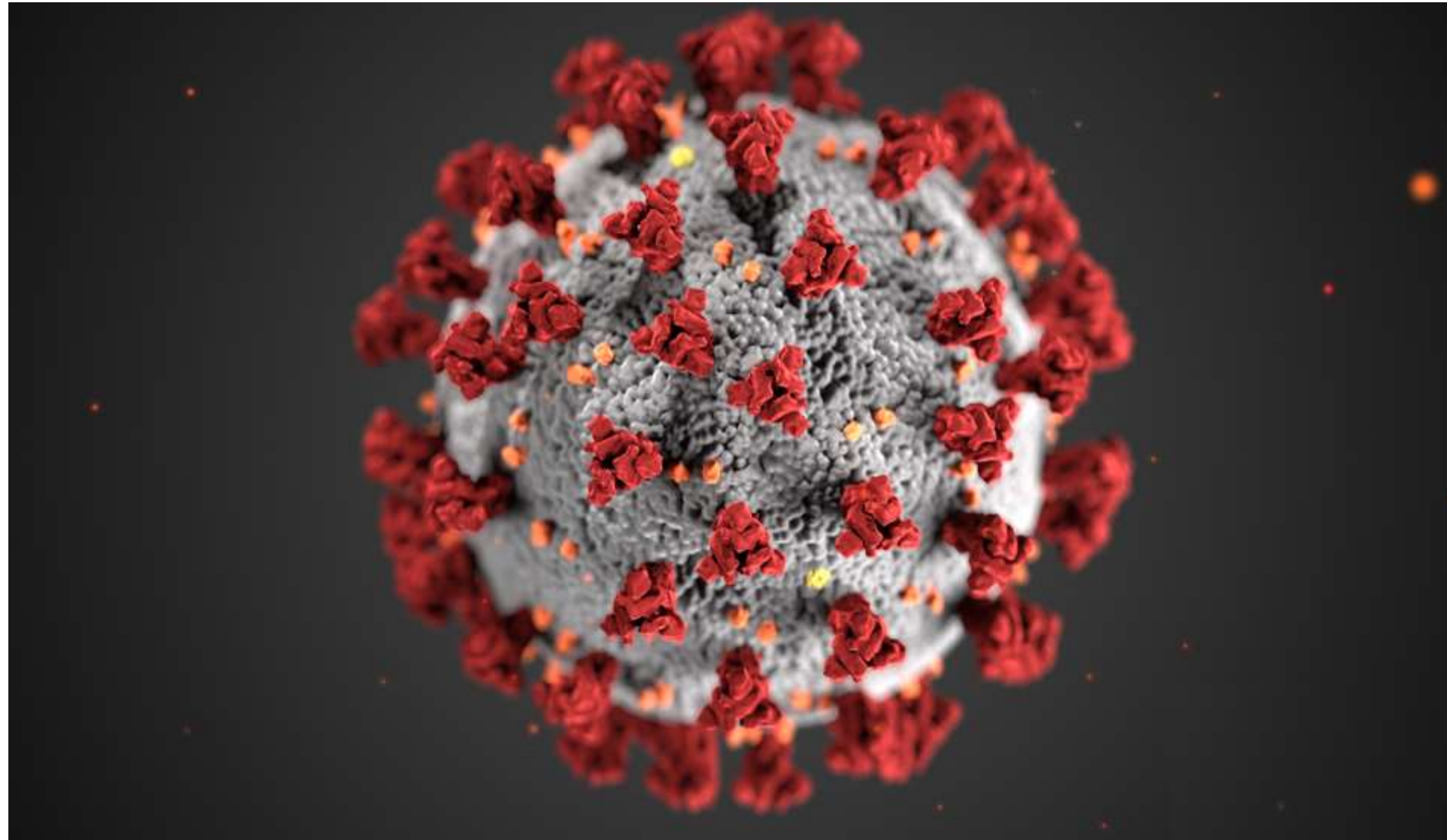
Environment

# Finding problems



**Homelessness**

# Finding problems



**The Virus**

# Finding problems



## Cost of Living Crisis



# Finding problems



## Housing

# Finding problems



Internet

# Finding problems

I **still** need you to help me...

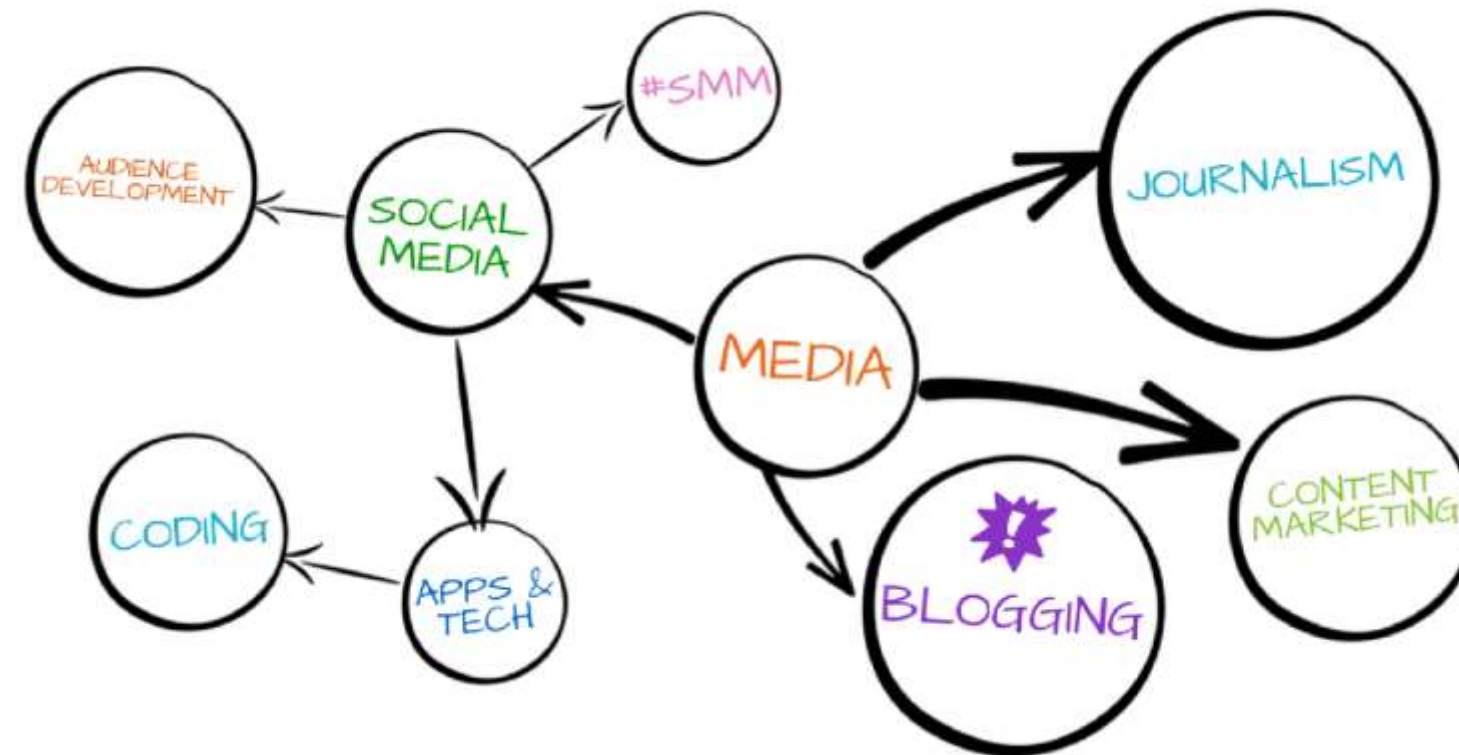


# Finding problems

I **still** need you to help me...  
What techniques I can use?

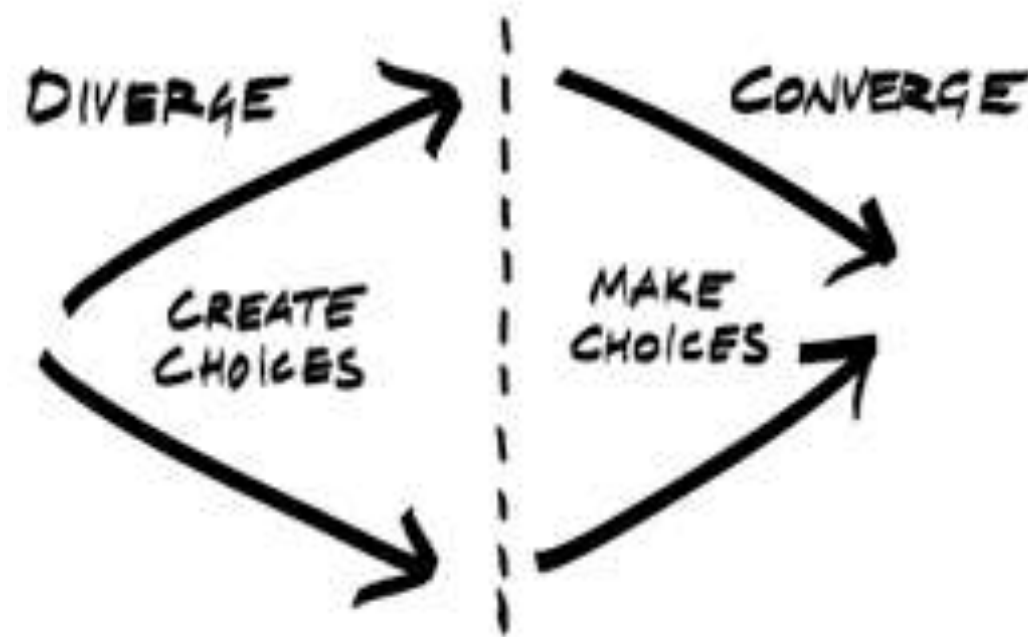


# Mind Maps



A diagram in which information is represented visually, usually with a central idea placed in the middle and associated ideas arranged around it.

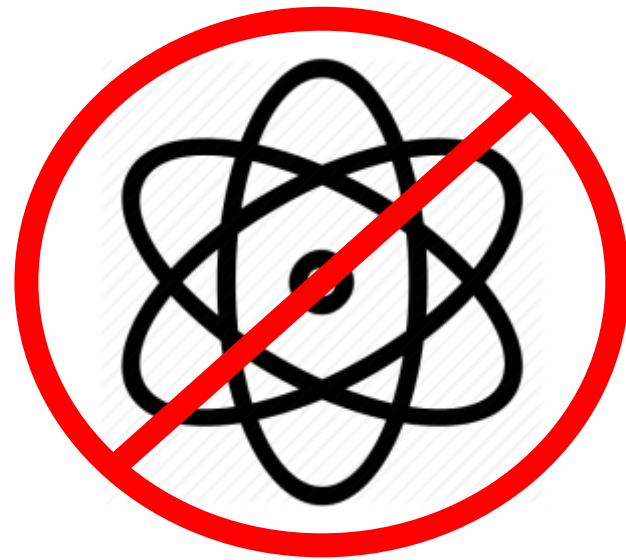
# Divergence and Convergence



Divergence and convergence are complementary modes of thinking.

Each has its own practical uses and advantages, and you hop between each of them throughout the process.

# Constraints Removal



**Physics**



**Legal**



**Morals**

If it were not for constraints (blocks, barriers, obstacles), your desired future would become reality immediately.

The categories are designed to help you identify constraints and invent ways of removing them.

# Analogical Creativity (Borrowing)

Facebook for Professionals?



Airbnb for Dogs?



Uber for takeaway food?



Explore domains where people have managed to overcome similar challenges to see if there is anything you can borrow from them.



# Analogical Creativity (Merging)

Luggage +  
Wheels =



Watch +  
Calculator =



Mobile  
phone +  
Computer =



The combination of ideas that either complement or directly oppose one another to produce better ideas.

# Finding problems

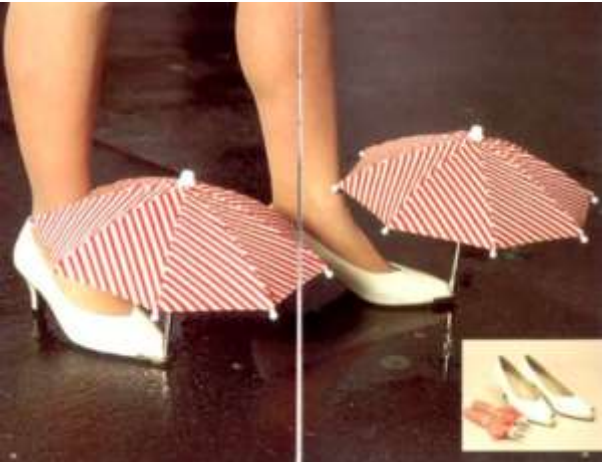
Remember...

**Problems**  
not solutions!

And **real** problems please!

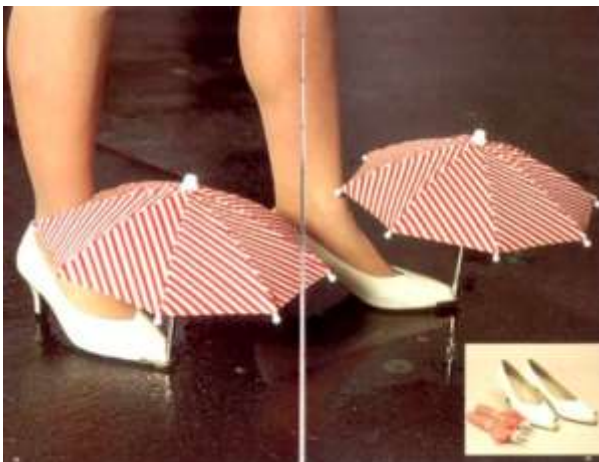


# Finding problems



# Finding problems

Real problems!



## Problem checklist

### Define the problem clearly!

- ✓ What is the problem we're trying to solve?
- ✓ Who experiences this problem?

### Identify root causes!

- ✓ What underlying factors contribute to this problem?

### What's important?

- ✓ How do individual behaviours or habits play a role?
- ✓ What are the pain points and frustrations for those affected?

### Consider current solutions and limitations?

- ✓ Does the problem need to be solved, or has it been solved already?

### Imagine an ideal outcome!

- ✓ How would this solution change the lives of those affected?

### Look for analogies and inspirations?

- ✓ Are there similar problems in other industries, and how are they solved?



# Finding problems

**But...**

(there's always a big but)

You're not just researching the **problem**.

You're also researching your **target customer**.



# Researching

## But how?!



# Researching

## TALKING TO HUMANS

Success starts with understanding  
your customers

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**GIFF CONSTABLE**

with Frank Rimalovski  
illustrations by Tom Fishburne  
and foreword by Steve Blank





# Researching



## Start by:

- ✓ Observing...
- ✓ Relation to the problem - what, why, how and when?
- ✓ Reaction to the problem?
- ✓ Solution to the problem - avoid it / fix it / ignore it?

# Researching

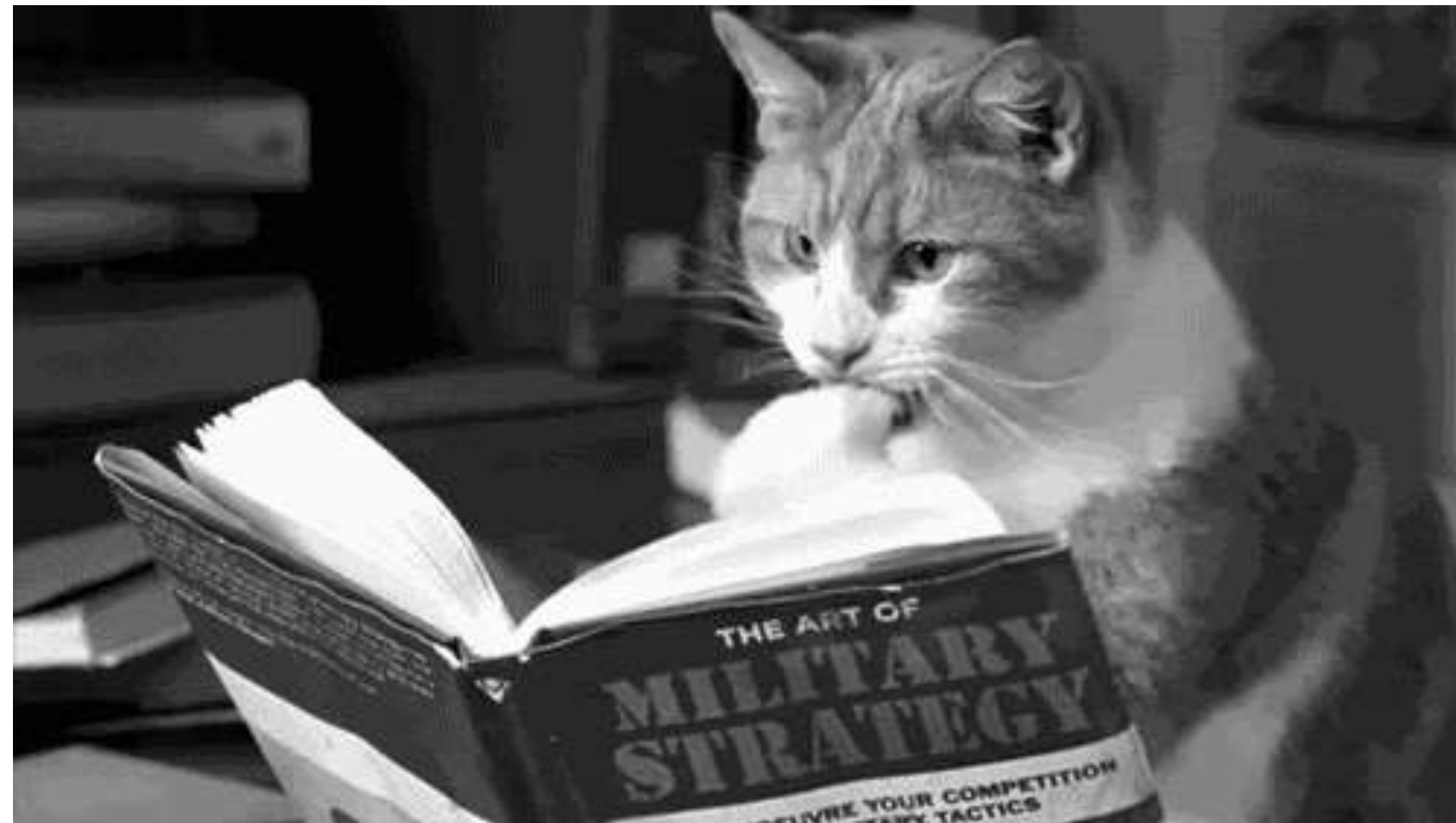


## And then start:

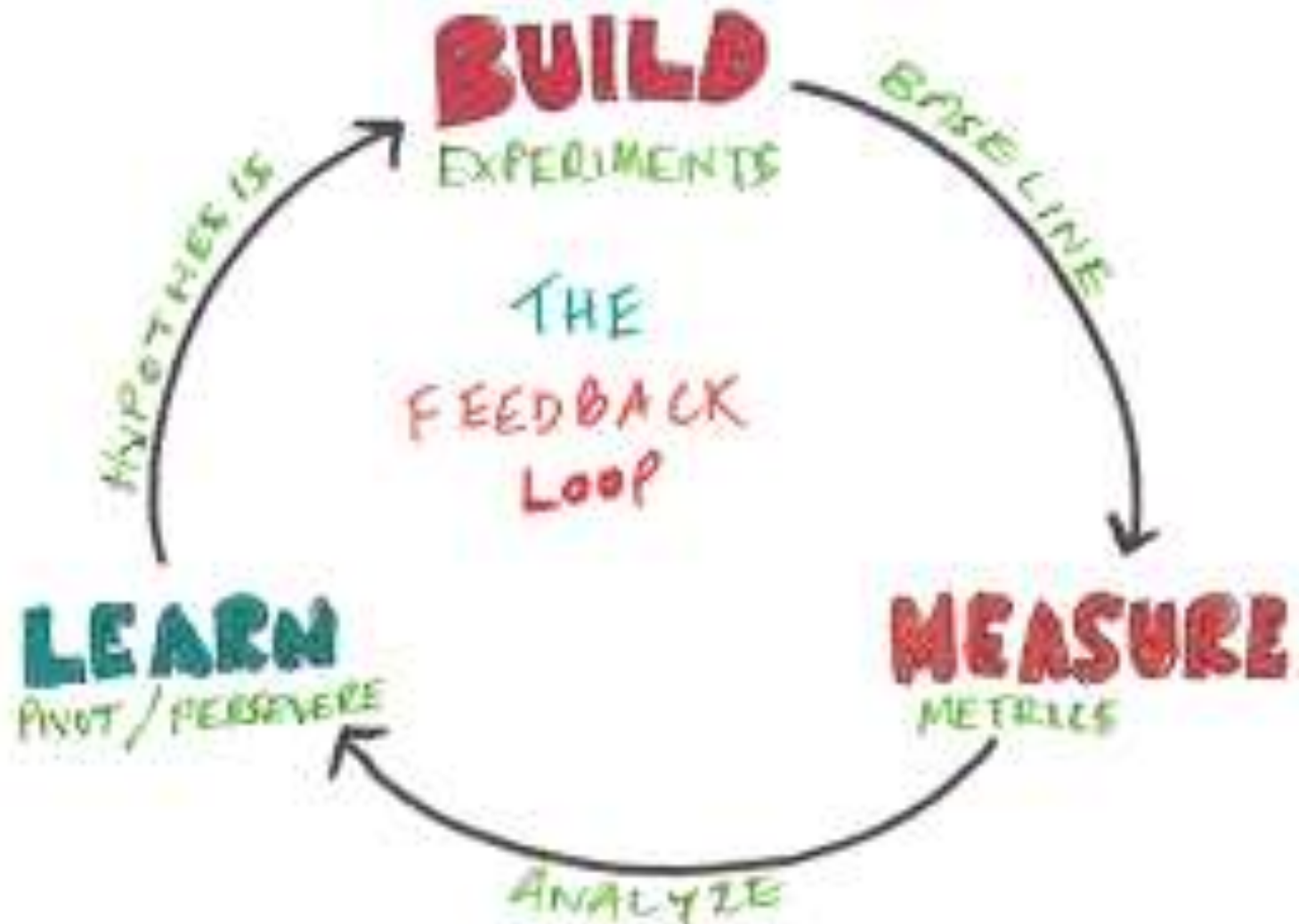
- ✓ Talking to humans that face the problem
- ✓ Asking open questions, listening, letting them steer the conversation
- ✓ Always, always, always and always be ~~a cat~~ curious!

# Researching

From this point onwards  
you're ready to...



# Learn, Build, Measure loop



## The tools you'll need

# Research + Surveys + Interviews + Feedback = Data



Research, surveys, and interviews are all powerful methods when researching ideas because they provide complementary insights that help validate, refine, and tailor ideas to real needs.

- **Capture and measure:** what, why and how?
- **Look at the data** and stop making assumptions
- **Repeat:** measure proposed solutions, test usage and capture feedback
- **Look at the data again!**

# The tools you'll need

## Research + Surveys + Interviews + Feedback = Data



### Market Research Tools

- **Google Trends:** identify interest and demand for specific keywords and track how they evolve over time.

### Customer Research and Validation

- **Surveys and Polls:** tools like Google Forms make it easy to gather quick feedback from target users.
- **Customer Interviews:** techniques for conducting open-ended, qualitative interviews to understand needs in-depth.
- **User Personas:** develop personas based on real data to understand audience segments and tailor ideas to fit different needs.

# The tools you'll need

## Research + Surveys + Interviews + Feedback = Data



### Trend Spotting and Idea Inspiration

- **Trend Watching Platforms:** use **TrendHunter** or **Springwise** to stay up-to-date with new and emerging trends.
- **Keyword Research:** tools like **Keyword Planner** and **AnswerThePublic** help identify what people are searching for related to your idea.

### Prototyping and Testing Ideas

- **Landing Page Builders:** platforms like **Unbounce** or **Launchrock** to create simple pages to gauge interest and collect sign-ups.
- **A/B Testing:** implement testing on key features or ideas to gather data on what resonates best with target users.





## Formula



Ideas + Problems = Business Opportunities

Business opportunities are just **problems** waiting to be fixed.

# Formula



Deep insight of problem + detailed knowledge of your customer = <3



South Bank

IGNITE

Are you  
ready to  
ignite? 



No, not this way!





This way!





**Elizabeth Ciochina**

Sunshine Therapy



**Candice Davis**

After Birth London



**William Dittrich**

RXCEL



**Ayse Bilge Kivrak**

Ground Me



**Lilly Thompson**

Lilly Pad Production



Ask Me:  
**How I Won £  
For My Idea!**



# South Bank Ignite

## What?

An ideas competition **open to all** LSBU students and recent graduates!

## Who?

**Everyone, really!**

If you have a passion, business idea, or solution to a real-world problem, join the competition.

No business experience is necessary. Bring your hard work, dreams, and can-do attitude; we'll provide the support, knowledge, and community!

## Why?

You may win a share of a **£24,000** prize pot, ongoing training, support and mentorship.



[www.lsbu.ac.uk/ignite](http://www.lsbu.ac.uk/ignite)





# South Bank Ignite

## I need help. What support is there?

👉 Download the Word document of the application and **work on your idea** ahead of the deadline

Schedule a 1-2-1 **idea feedback meeting** through **CareerHub**

Attend any **upcoming workshops or panel discussions** taking place September through December

## Wait, I have more questions.

We have more answers! Email us at **[studententerprise@lsbu.ac.uk](mailto:studententerprise@lsbu.ac.uk)**

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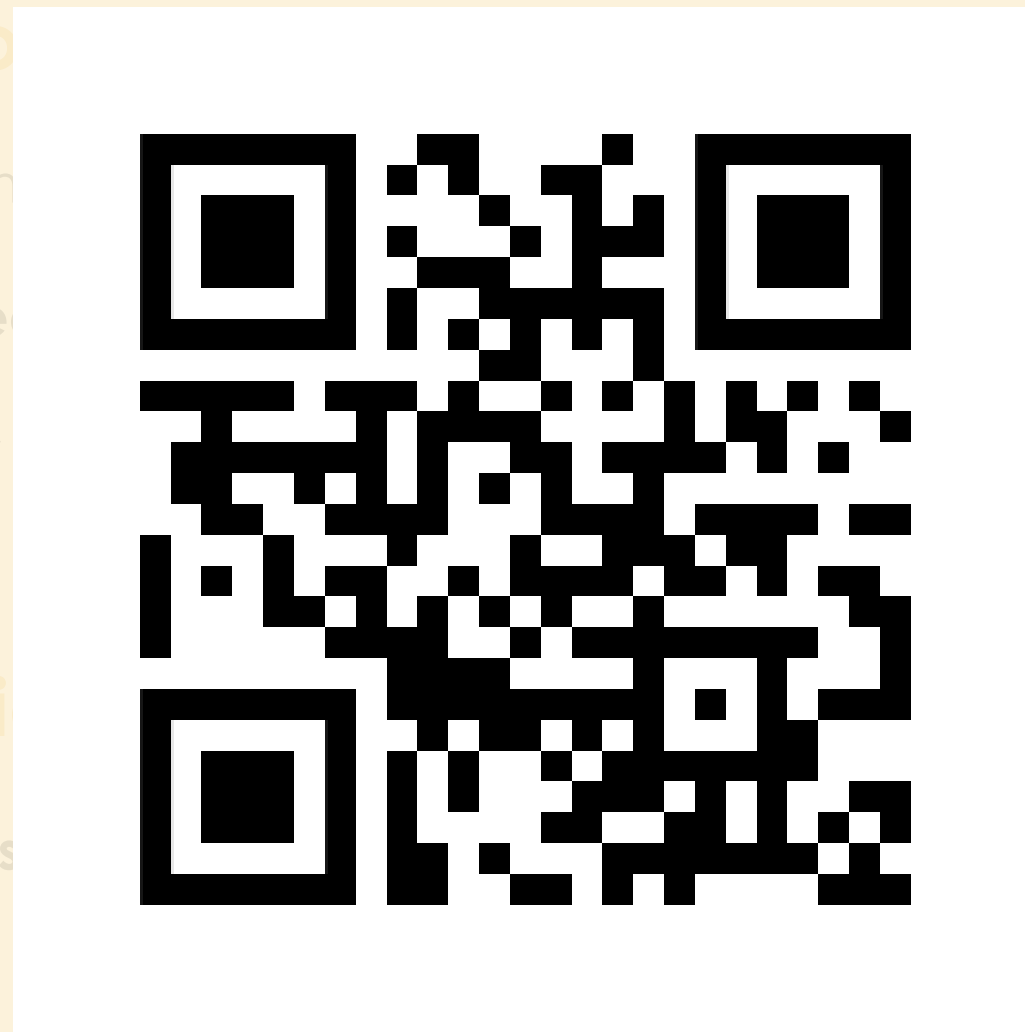
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[www.careershub.lsbu.ac.uk](http://www.careershub.lsbu.ac.uk)

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# South Bank Ignite

## I need help. What support is there?

Thursday, 31 Oct. 2024, 2-4pm

How to Turn Good Ideas, Great

week 5-7 Nov. 2024

Give Your Ideas Some Love

Wednesday, 6 Nov. 2024, 2-4pm

Put Your Best Idea Forward

week 2-6 Dec. 2024

Give Your Ideas Some Love

## Wait, I have more questions.

Wednesday, 4 Dec. 2024, 2-4pm

Put Your Best Idea Forward

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FREE BUT REGISTER

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[www.lsbu.ac.uk/starters](http://www.lsbu.ac.uk/starters)

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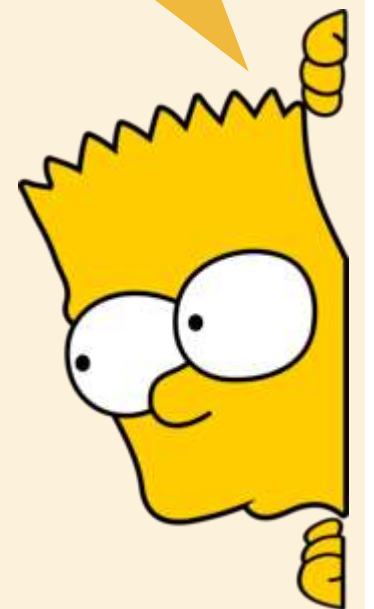
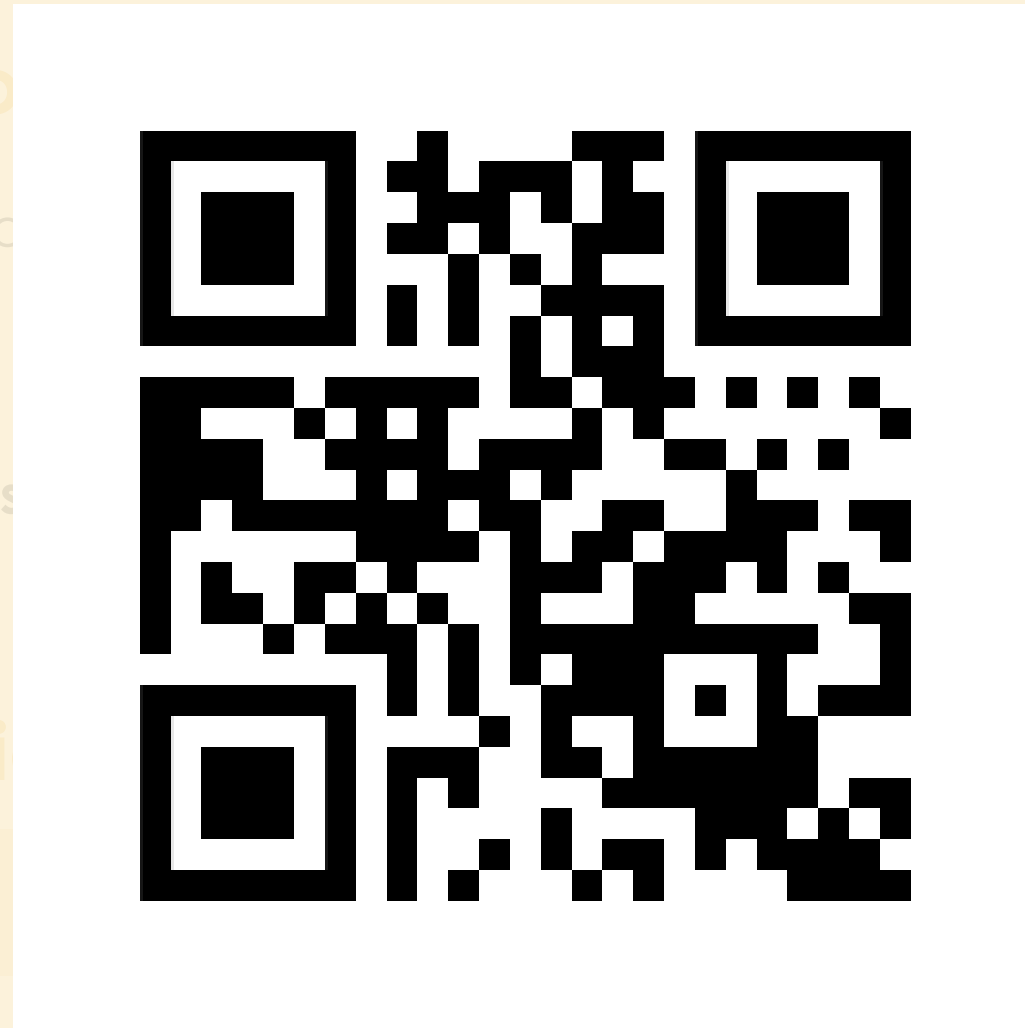
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<http://bit.ly/SE-sign-up>