



Making Learning Fun and Ecological

Lesson: Define & Refine a business idea

Activity: Exploration of the questionnaire for market research

Lead In:

Classroom
Online platform

Duration:

This represents a multi-hour activity and it can be used as only curriculum-based, as well as an activity out of the classroom

Aim:

To introduce the methods and techniques of defining a business idea and refining it to be financially viable.

Type of activity:

Powerpoint presentation
Exploration of the questionnaire for market research

Group number:

Individual work or work in pairs

Recommended age: 18-29

Instructions:

For the educator:

Introductory part:

1. Sharing of the presentation by basic learning about the sources and methods of generating new ideas.

Description of the activity:

1. Learning the tools and techniques for defining a problem for which a product/service will be provided.
2. The participants try to define and analyze a social problem, and how to merge their personal passions with it. Then, they learn which questions are needed to be asked in order to refine the idea into a financially viable one.
3. The participants individually or in groups of two analyze and elaborate the questionnaire for market research and the existence of market potential.
4. Participants read a article about succeeding with Idea generation.
5. Fill the template SMART goals.

For the user/interested participants:

1. Read the presentation and get additional information from the useful links, provided below.
2. Explore the given tools and techniques for defining a problem.
3. Brainstorm ideas and actively contribute in the discussion for analyzing a social problem, generating ideas for solving it, and refining the idea to increase its chances of financial viability
4. Analyze and elaborate the questionnaire for market research and the existence of market potential.
5. Read a article about succeeding with idea generation and after that fill in the template.
6. Fill the template SMART goals.

Key words:

Problem definition

Tools and techniques for defining an idea

Financial viability

Market research

Market potential

Materials, equipment:

Computer

Projector

A4 paper

Pens, pencils

References:

<https://www.slideshare.net/muhammadalibr/creativity-the-business-idea>

<https://www.ease.io/5-root-cause-analysis-tools-for-more-effective-problem-solving/>

<https://www.growthforce.com/blog/10-questions-that-are-paramount-to-your-business-financial-success>

<https://ctb.ku.edu/en/table-of-contents/analyze/analyze-community-problems-and-solutions/define-analyze-problem/main>

Other useful sources:

<https://slideplayer.com/slide/6651337/>

<https://www.entrepreneur.com/article/236522>

<https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>

<https://hbr.org/1996/11/the-questions-every-entrepreneur-must-answer>

<https://www.infoentrepreneurs.org/en/guides/review-your-business-performance/>

Annexes:

PowerPoint Presentation "Define and refine a business idea"

Market research questionnaire_template

Article-Succeeding with Idea Generation

SMART goals_template

