

DTU Course 42435

Knowledge based Entrepreneurship

OPPORTUNITY DRIVEN CREATIVITY

Video 05 - A

John Heebøll

DTU Management Engineering

Technology and Innovation Management

AGENDA

- **The Opportunity driven Idea - Take A**
- **Sigmund Freud on Creativity - Take B**
- **John Cleese on Creativity - Take B**

Opportunity-driven Ideas

**Nothing in this world is stronger than an idea
whose time has come *(Victor Hugo)***

**Ideas emerge as a logic consequence of needs
Needs emerge as a logic consequence of change**

**Opportunity-driven ideas emerge as a consequence of
perceived value creation**

**Value creation emerge as a consequence of needs in a
market**

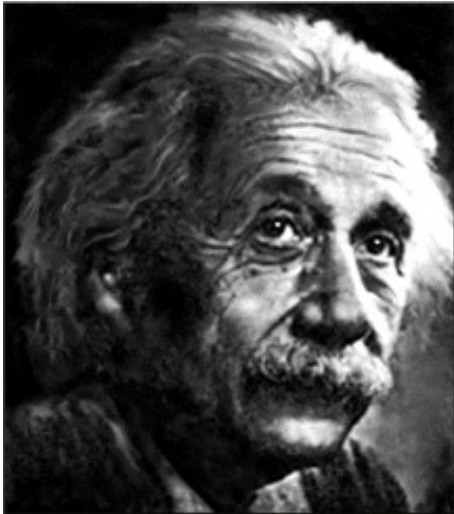
Opportunity-driven Ideas

Opportunity driven creativity is the art of turning perceived needs in a market into ideas on how to cater for these

Creative process:

- 1. Define a field of interest– possibly your own field of expertise**
- 2. Identify your market (your location in the value chain)**
- 3. Study your customers and your competitors**
- 4. What ideas did others bring to the table?**
- 5. Look for pain in the change areas**
- 6. Release your creative potentials**

Opportunity-driven Ideas



The World will end in One hour. ***What will you do?***

I will spend fifty minutes figuring out what is the problem and ten minutes in solving it

Einstein stresses, that understanding the problem is the hard part!



duch.me