

Idea Creation Patent Identification

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White Board



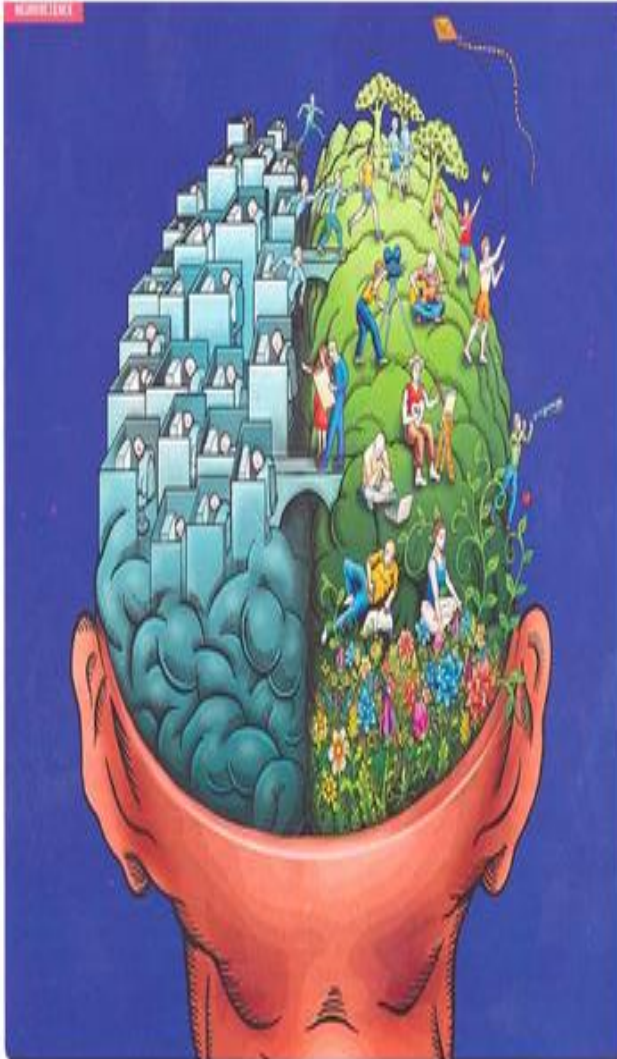
Learning Objective

- Provide participants with foundation and general guidelines for **how to stimulate idea generation**.
- **Develop the ability to think differently** in terms of viewing, analyzing and resolving a problem, in a creative and innovative manner.

New Service/ Product Development Process

1. Idea Generation
2. Idea Screening
3. Concept Development
4. Concept Testing
5. Business Analysis
6. Development
7. Testing
8. Commercialization

Use Left-Brain Skills to Harvest Right Brain Ideas.



- **Split brain studies** in 1950 and 1960s.
- **Experts on creativity , innovation** have emphasized the importance of **developing the skills associated with both hemispheres of brain.**
- The 2 brain hemisphere-
 - process information differently and
 - are responsible for different brain activities and skills.

Who comes up with IDEAS? and How?

- Given the right organisational context, strategic ideas (on who to target, what to sell and how to do it) can come from anybody, anywhere, anytime.
- They may emerge through:
 - Trial and error,
 - Somebody has a “gut feeling”,
 - Somebody “got lucky” and stumbled across a good idea,
 - Emerge out of a formal strategic planning session.
- No matter how the ideas are conceived, it is unlikely that they will be perfect from the start. The firm must therefore be willing and ready to modify or change its strategic ideas as it receives feedback from the market.

Unconventional use of plastic bottles.

- House.
- Decorative stuff.
- Serving bowls.
- Spoons.
- Storing Jars.
- Flower Pots.
- Piggy Bank.
- Wires.

Unconventional use of Water Bottle @ House

Making of a Bottle House

Posted by: [Clean India Journal - Editor](#) March 28, 2017 in [Waste Management](#)

Plastic bottles, the largest waste menace confronting the world and a highly non-bio degradable material that takes over 400 years to disintegrate, are being put through several scientific processes for disposal and recycling. The right method of segregation, collection, treatment or constructive usage in an environmentally sound manner is the need of the hour. Today, many innovative methods are being adopted to recycle plastic waste bottles and interestingly they are also being used in the making of the famous Levis jeans. However, most of the recycling methods involve processes which require time, space, feasibility and technology.



- Plastic bottles, the largest waste menace confronting the world and a highly non-bio degradable material that takes over 400 years to disintegrate, are being put through several scientific processes for disposal and recycling. The right method of segregation, collection, treatment or constructive usage in an environmentally sound manner is the need of the hour.
- Today, many innovative methods are being adopted to recycle plastic waste bottles and interestingly they are also being used in the making of the famous Levis jeans. However, most of the recycling methods involve processes which require time, space, feasibility and technology.
- In an innovative concept ideated in 2014 by Patrick San Francesco, Chairman of Samarpan Foundation, the waste PET bottle has been turned into an eco-construction material replacing bricks with plastic bottles. "If something is tiringly invincible and doesn't degrade, why not exploit its very invincibility and non-degradability? Once we open our minds to the idea of using something for anything, the possibilities are endless."



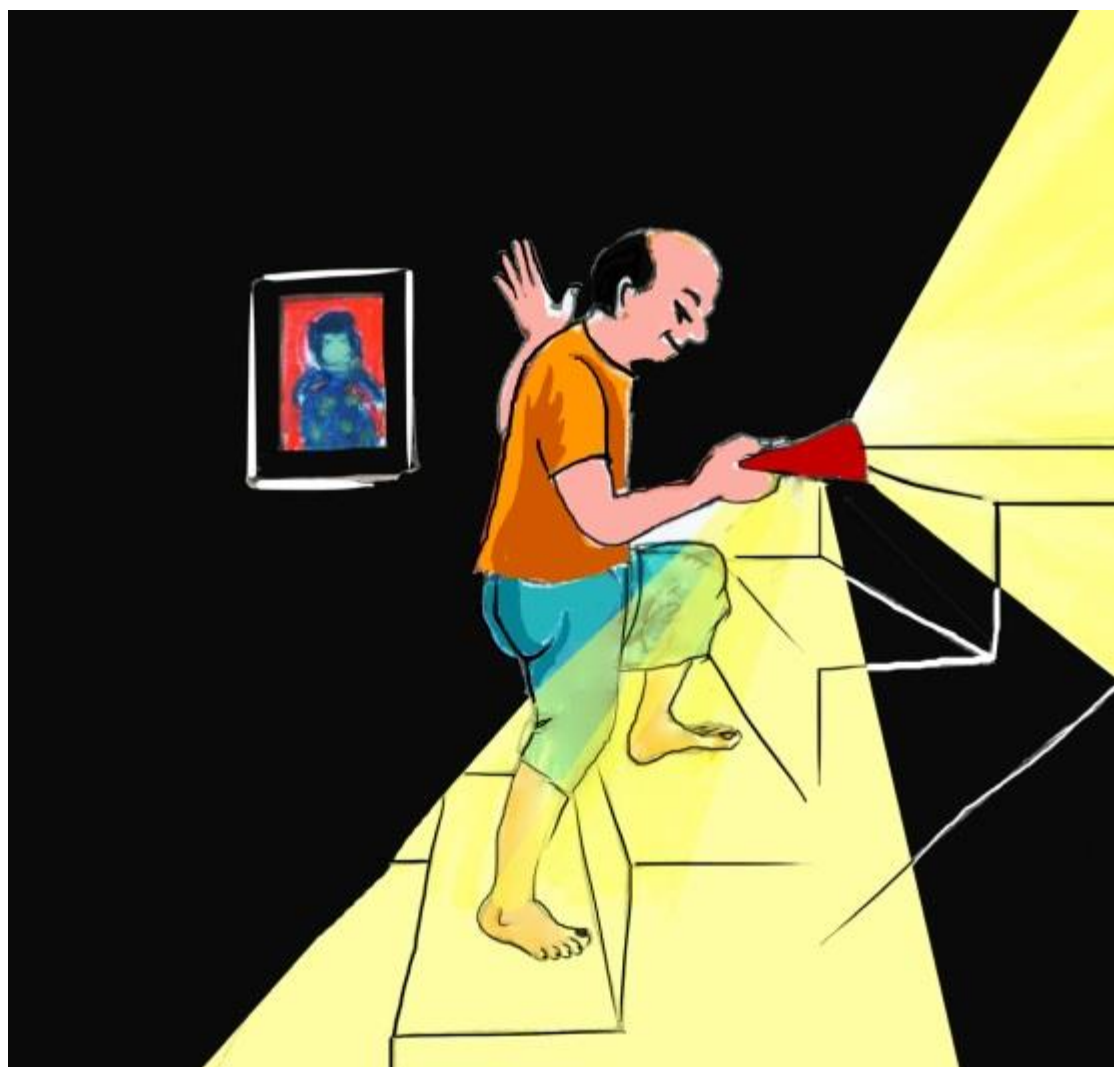
- Every day around the world, over 200 million hours are spent each day fetching water, often from water sources miles from home, and this task usually falls to women and girls.
- Cynthia Koenig, a young social entrepreneur from New York, learned that millions of girls and women around the world spend hours each day collecting water from distant sources, she decided to create a new way to help people in poor communities transport water and it's called the WaterWheel.
- Koenig's WaterWheel allows people to roll water in a 50-liter container versus carrying it in 5 gallon (19 liter) jugs.
- Koenig estimates that the WaterWheel **can save women 35 hours per week** in water transport time.
- It **prevents the physical strain** that comes from balancing 40 pounds of water on top of their heads for hours each day.
- By freeing up valuable time, the WaterWheel allows women to **spend time on income-generating activities** that can help pull her family out of poverty.
- The time savings also means that there is a greater likelihood that **girls will be allowed to stay in school**, further reducing the rate of intergenerational poverty.
- **After receiving a \$100,000 Grand Challenges Canada prize** to develop the WaterWheel, Koenig founded a social enterprise company, **Wello**.
- The company is in an early stage of development and has been **piloting the WaterWheel in rural communities in India**.









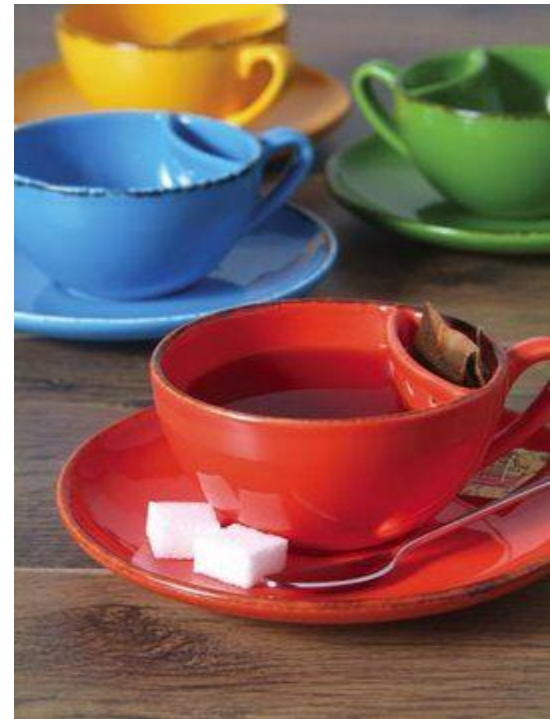












Creating a Business Model

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Business Model Canvas for shradhanjali.com

<u>Key Partners</u>	<u>Activities</u>	<u>Value Proposition</u>	<u>Relationships</u>	<u>Customer Segment</u>
	<u>Key Resources</u>		<u>Channels</u>	
<u>Cost Structure</u>		<u>Revenue Stream(s)</u>		