

Recap of idea dynamics

Covered in this section:

Recap of the main concepts

➤ **The idea equation**

Incomplete ideas - recognizing a problem, no solution, no target

Observations are a source of business ideas

Complete ideas:

Target + Problem / Benefit + Business model

➤ **Areas to isolate & target**

1. Product
2. Procurement
3. Delivery
4. Marketing

➤ **5 types of innovation**

1. Price
2. Convenience
3. Speed
4. Quality
5. Self-expression