FHWN StartUp Center

Ideation Workshop: Unleashing Creativity and Refining Concepts for Entrepreneurial Success

Speaker: Benedikt Glatzl

Date: Wednesday, 9 October 2024, 4 – 7 p.m.

Location: online session (Zoom)

Target audience: This workshop is ideal for those looking to kickstart their entrepreneurial journey but still not have a clear idea or problem to solve in mind but also to those with existing ideas seeking validation.

Content – What Will You Learn?

You have an idea, but are not sure how much potential it really has? Or you are still looking for an idea or feedback for further development of your idea? Then this workshop is for you!
In this course you will get to know ideation approaches and learn the advantages of each for generating new ideas or improving the one(s) you already have.

We will examine the following methods in detail:
- Scenario & Trend Analysis
- Customer Discovery / Design Thinking
- Value Proposition Assembly

Methodology – How Will You Learn?

The workshop will alternate between short bursts of method explanations and hands on exercises.

Agenda

Intro - Technical trends and SDGs
Ideation - fundamentals, principles and scenario & trend analysis
Idea pitch (30 Sec per idea)
Customer Discovery + Value Proposition
Ramp-up + takeaways

Competences – How Will This Workshop Support You?

- Creative Thinking
- Ideation
- Idea Refinement
- Value Proposition Creation

Practical examples

- Examining trends you read about, deepening your knowledge about them and generating ideas based on them
- Generate ideas based on interviews, observations & immersions
- Construct a new Value Proposition by examining and modifying existing Value Propositions or building them from ground

Your preparation

- None Required
- Optional
    - bringing your own idea in is encouraged
    - Basic understanding of online whiteboard solutions like Miro

Speaker Biography

I'm an IT product & innovation executive with a passion for helping organizations & teams overcome challenges and innovate using strategic thinking, creative problem solving and data analytics.

Over the past 14 years I gained experience in evaluating & steering a variety of organizations, companies & products, which helps me see problems from many different perspectives & coming up with fitting solutions for them.

Experienced in application of Scrum, Agile Development, Lean Startup & Design Thinking frameworks and product management tools like Jira, Wrike, Monday and others.

Questions?

Feel free to reach out to us at startupcenter@fhwn.ac.at