

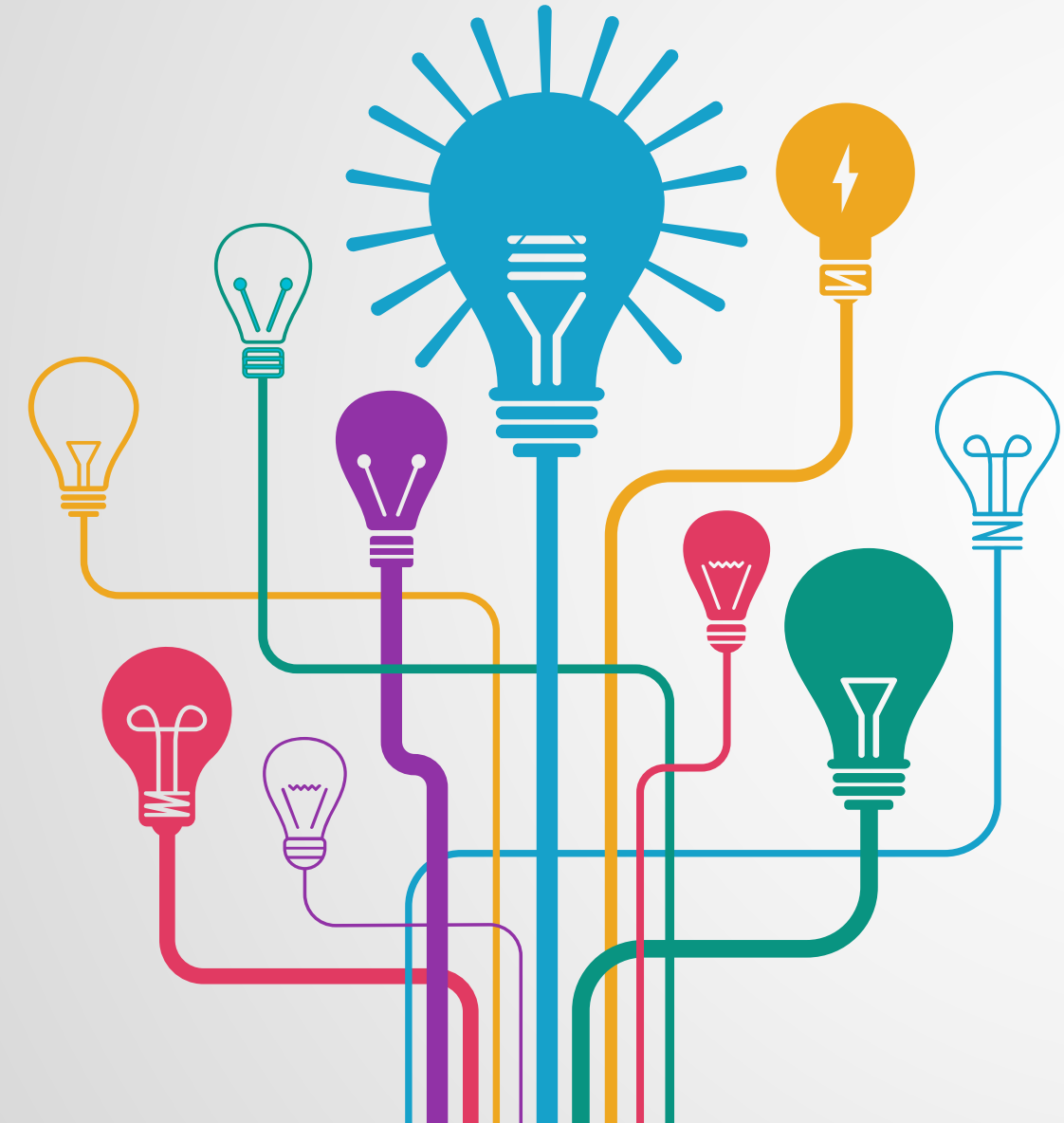
Creativity and Innovation

From Ideation to Implementation

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Gold Level Certificate in Entrepreneurship
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Today's Journey

01

Creativity and
Innovation

02

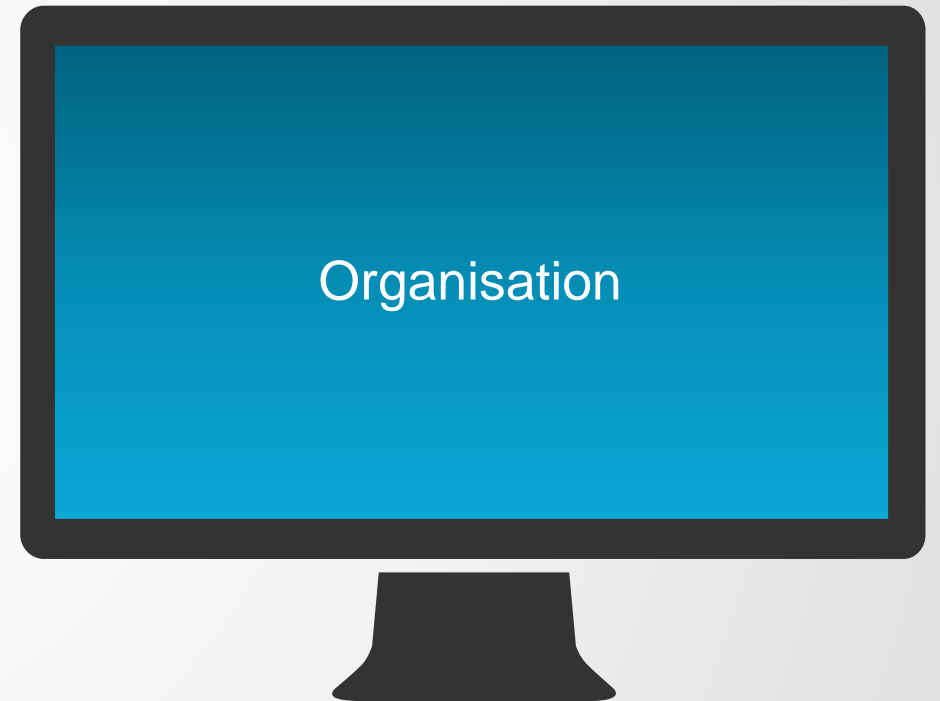
Idea and
Opportunity

03

Business Model
Canvas

04

Business Plan



Creativity in Entrepreneurship

- Connect the dots between seemingly unrelated events / facts to create business ideas.
- Positive mood increases creativity = entrepreneurs more likely to create business ideas
- Negative mood restricts creativity = entrepreneurs less likely to create business ideas

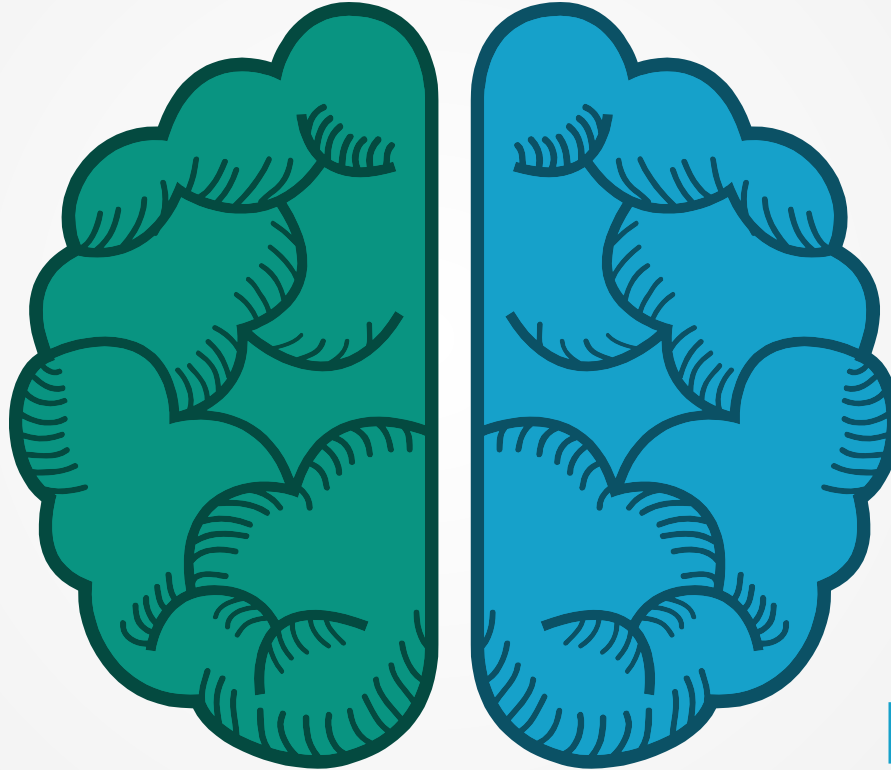
Creativity and Innovation

- Innovation is the practical application of creativity
- In entrepreneurship, creativity and innovation lead to new processes, products & services that create new value

Thought Process

Analytic Thought
Logic
Language
Reasoning
Science and Math

LEFT



Art and Music Awareness
Creativity
Imagination
Intuition
Holistic Thought

RIGHT

Enhancing Creativity

- Identifying Barriers to Creativity
- Traveling
- Reading
- MOOCs
- Watching Informative Videos (TED, Ink Talks, YouTube)
- Interacting with People
- Observing Nature

Enhancing Creativity

- Brainstorming
- Scenario Planning
- Role Playing
- Mind Mapping
- Identifying Multiple Uses
- Crowd Sourcing

Identifying Ideas

Effectuation Processes
Cause and Effect Relationship

01

Observing Trends

Demographic, Social, Cultural, Economic,
Technological, Environmental, Regulations



02

04



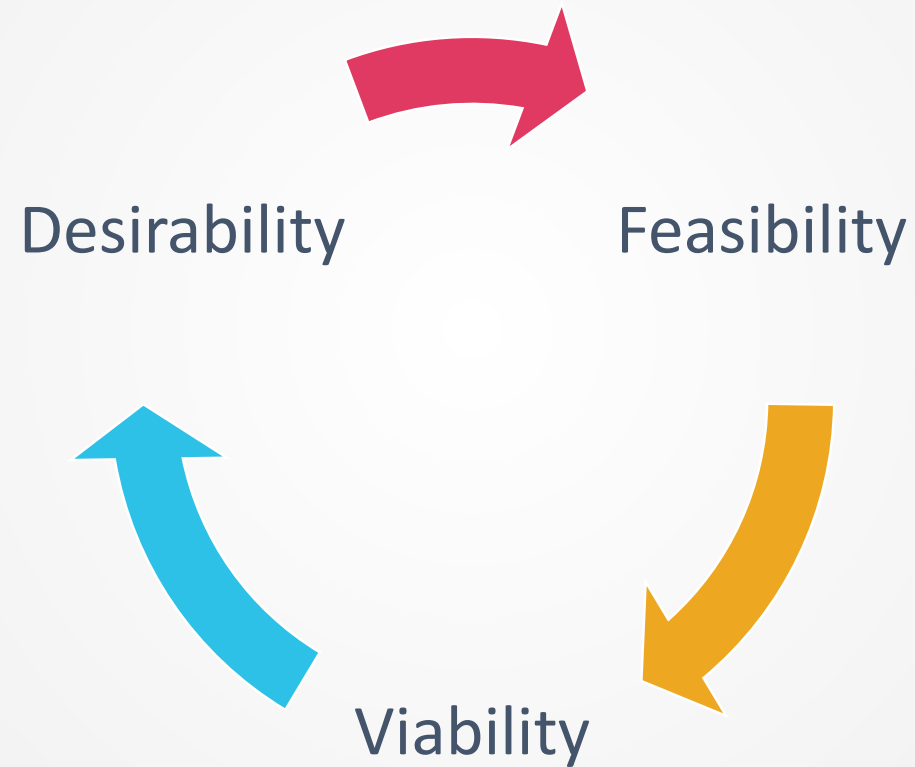
Strategic Thinking

Start with the goal (the ends)

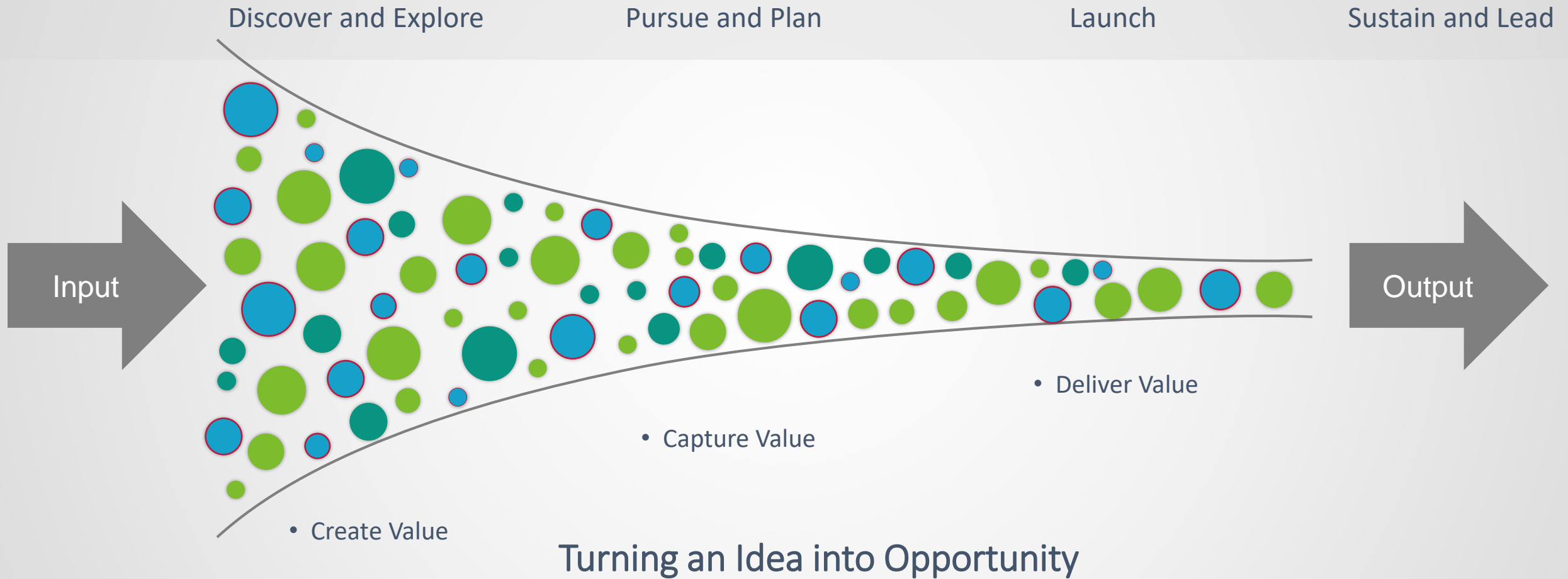
Entrepreneurial Thinking
Start with the means (the resources)

03

Evaluating Ideas



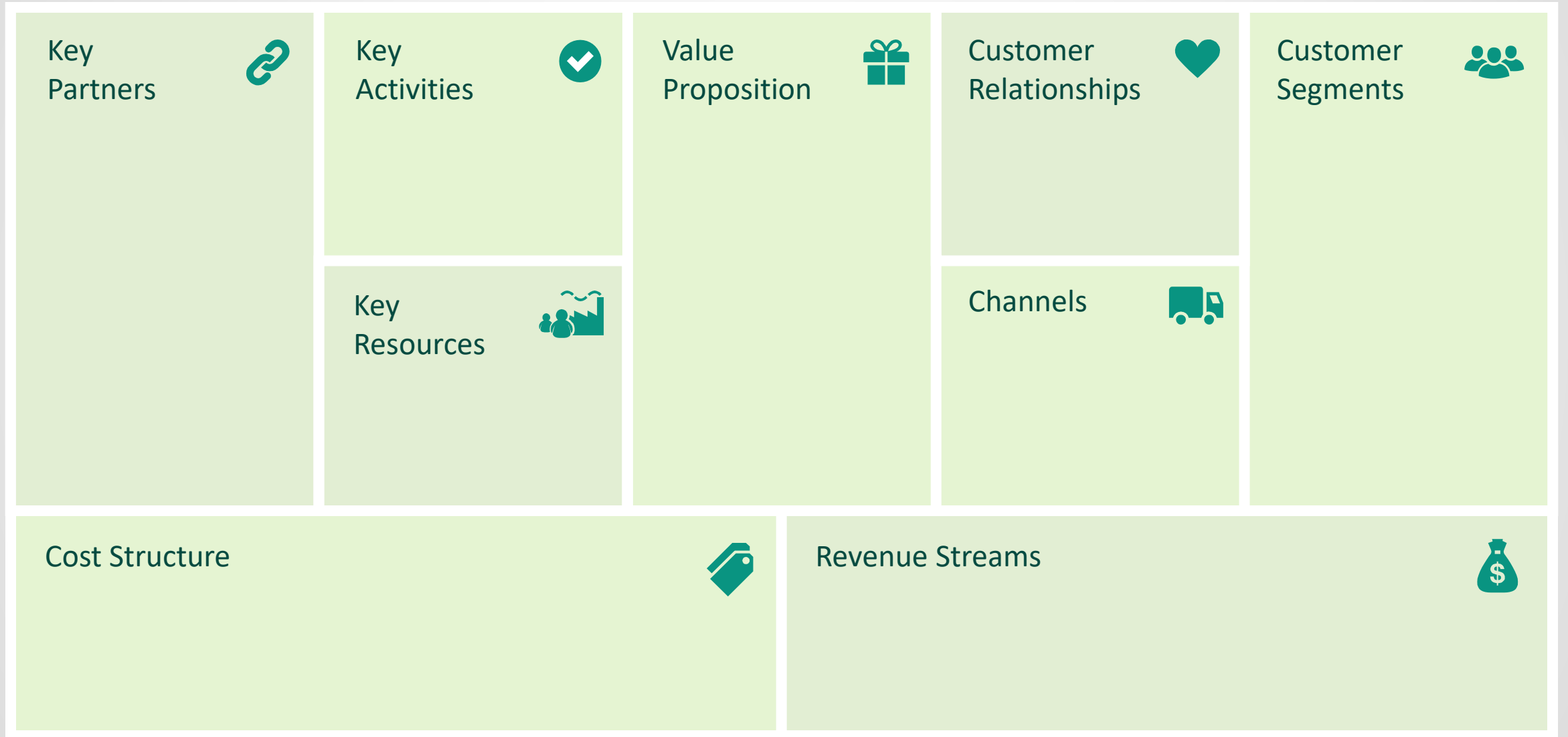
Innovation Funnel



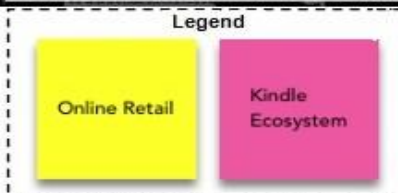
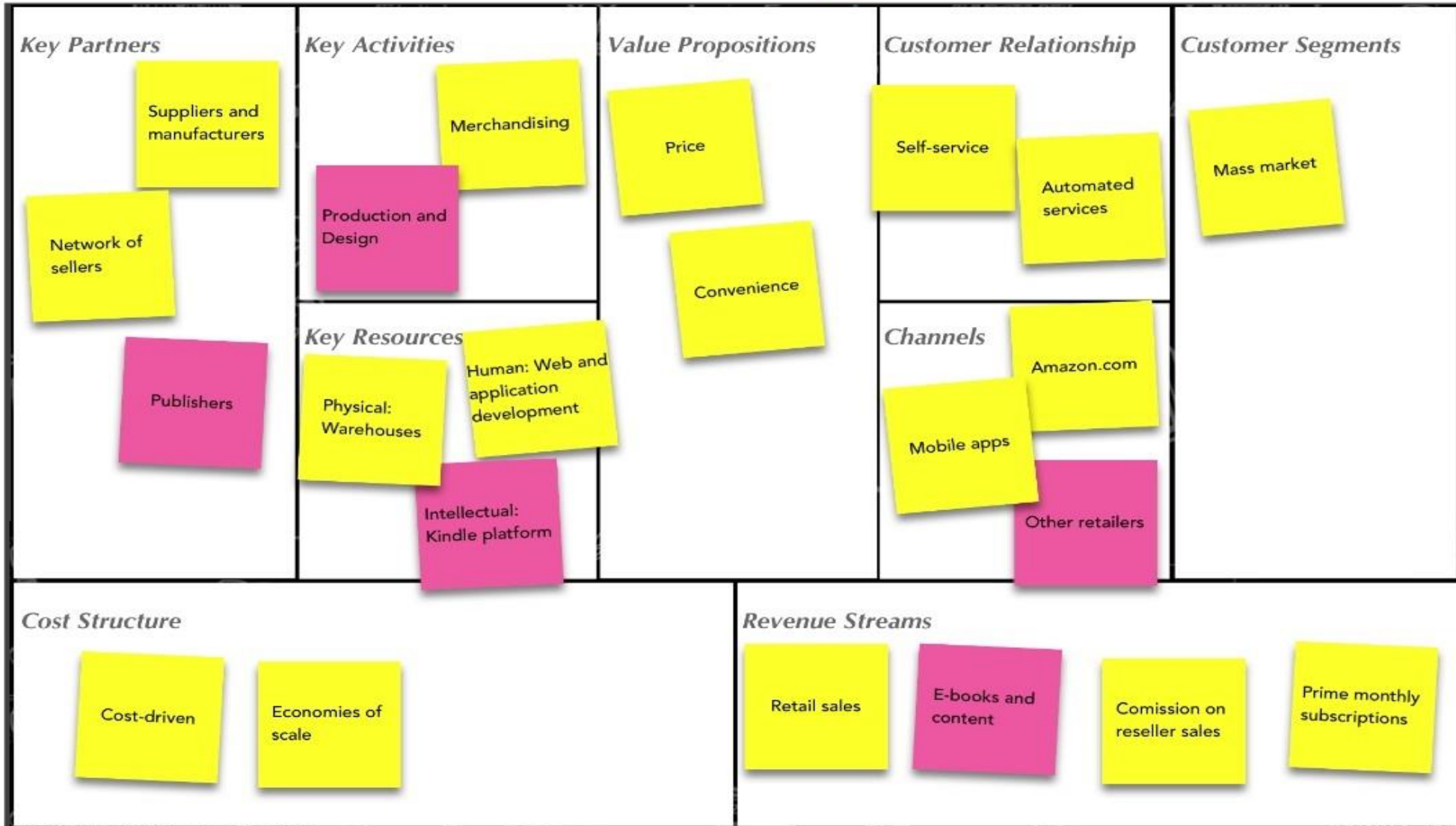
Opportunity

- A new product
 - A new service
 - A new means of production
 - A new way of distributing the product or service
-
- A radical improvement
 - A new combination
 - A hybrid of the above

Business Model Canvas



Business Model Canvas: amazon.com



Business Plan

1. Executive Summary

2. Company and Product Description

3. Industry, Customer, and Competitor Analysis

3.1 Industry Analysis

3.2 Customer Analysis

3.3 Competitor Analysis

3.4 Partnership Strategy

4. Marketing Plan

4.1 Target Market

4.2 Market Size

4.3 Market Opportunities

4.4 Advertising and Promotion

Business Plan

5. Operations Plan

6. Financial Plan

7. Human Resources Plan

8. International Growth Plan

9. Conclusion

10. Appendix

Types of Organisation

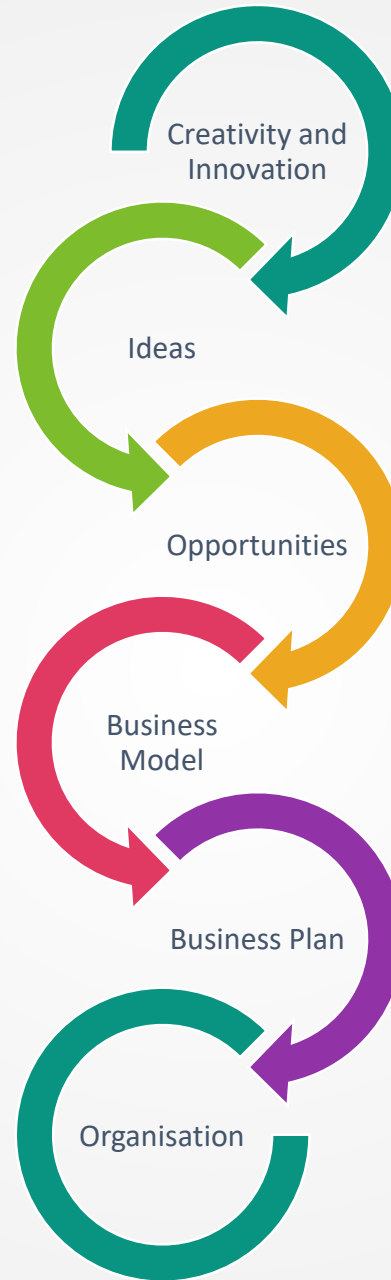
Profit

- Company
- Partnership Firm/HUF
- LLP
- Sole Proprietor

Non-Profit

- Society
- Trust
- Section 8 Company

Revision





Alexis Group

Advocacy | Consultancy | Education | Events | Research



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Thank
you