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وزارة التعليم العالي والبحث العلمي



How to build your startup The idea

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Definition

The first step in learning how to start a startup is to identify a problem and solution. This is because successful startups begin from business ideas that fill the needs of a group of customers. But your idea doesn't always have to be a new one. You can update existing products or services in a way that's better for the consumer. This idea can be found by :

- Observing your own environment: city, neighborhood, work, friends... We must move from critical observation to constructive observation.
- Finding recurrent problems in these settings, such as :
 - Identifying feasible needs.
 - Detecting deficiencies.
 - finding inadequate services.
 - Identifying misused processes.
 - Finding a new use for a product that customers already love.
 - Adding a new feature to an existing product.
 - Changing an existing product's appearance
- Listing these problems on a documents, with defining categories and priority.
- Estimate each problem by its market size, by defining its feasibility, the number of people affected by the problem, the importance of the problem and the impact of its solution on the society.
- Classifies problems by their market size based on the size of the target population, the cost and their Impacts on the society.
- Choose an idea or a problem to solve using the market size, your ability to design the solution and your good feeling.

Types of innovation ideas

Innovation is defined as all the scientific, technological, organizational, financial and commercial steps that lead, or are supposed to lead, to the realization of technologically new or improved products or processes.

The different types of innovation :

- innovation ex nihilo : from scratch, invent new categories of products or services.
- radical innovation: break with the existing products or services.
- incremental innovation : improving an existing product or service.

Every person has the capacity to be creative, if he/she gets rid of :

- Existing standards.
- Habits.

- Rules.
- The rationality.

There are methods to help creativity :

- The brain Storming : (minimum 5 participants) spontaneously produce as many ideas as possible on a given topic:
 - without reserve,
 - without worrying about their realism.
 - prohibiting any criticism, any justification.
- The crush process : This technique consists in adopting a very critical attitude - generating ideas - by becoming aware of the dissatisfaction existing in the use of a product, in the use of a service, in the functioning of an institution... Use it to :
 - Identify all the defects, disadvantages or weaknesses of a product or service.
 - classify them according to a given criteria.
 - look for solutions to improve or eliminate these unsatisfactory elements.
- The discovery matrix : The Innovation Matrix is a visualisation that incorporates the various aspects of innovation. There are various innovation matrices.
 - Breakthrough Innovation.
 - Disruptive Innovation.
 - Basic Research.
 - Sustaining Innovation.