

## Business idea ??

**Let's Innovate**  
**How to develop Business Idea**  
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## Geography



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## Finnish habits and facts

- Silence is fun.  
 Coffee consumption exceeds 6 cups a day.  
 They accept that 80°C in a sauna is chilly, but 20°C outside is freaking hot.  
 They love salmiakki.  
 Salmiakki is a salty licorice candy containing this strange stuff, and is very popular among Finns, particularly when they are abroad and cannot get it.



## Centria focuses on

- Education
- RDI
- Regional Development

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## Centria in brief

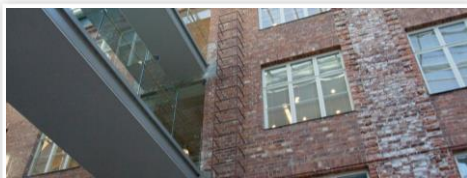
- A multidisciplinary institution
- 2800 students – 250 staff members
- 5 fields of study

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## Where we are



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## 3 Campus towns

- Kokkola
- Pietarsaari
- **Ylivieska**

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## Centria International

A genuinely international study and work environment

- 6 Bachelor's degree programmes taught in English
- 1 Master's degree programme taught in English
- 500 international degree-seeking students
- 60 visiting guest lecturers from abroad
- More than 40 different nationalities

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## Centria International

Active international co-operation with partners around the world

- 130 partner institutions in 40 countries
- 100 incoming/outgoing exchange students

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## Degree Programmes in English 2016

- Y DP in Business Management, (Ba.)
- Y DP in International Business, (Ba.)
- Y DP in Industrial Management, (Ba.)
- Y DP in Information Technology, (Ba.)
- Y DP in Environmental Chemistry and Technology, (Ba.)
- Y DP in Nursing, (Ba.)
- Y DP in International Business Management, (Ma.)
- Modules and courses taught in English

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## RDI in brief

- RD volume 5,3 M€
- Number of projects 71
- Students participating in projects 237
- Lecturers participating in projects 46

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## Developing business ideas of 21<sup>st</sup> century

Innovativeness  
Creativity  
Entrepreneurial mindset...  
...

## Do you have entrepreneurial skills?

- **YOUR PERSONAL QUALITIES AND PROFESSIONAL SKILLS, FIELDS OF INTEREST...**
- ACTIVENESS
- INDEPENDENT INITIATIVE
- CREATIVITY
- INNOVATIVENESS
- PERSEVERANCE (finnish SISU)
- Etc...

## Orientation task: design a tower..

- Be creative – build a tower – free standing tower as high as possible
- Material: 12 sheets A4 paper – nothing else
- Time 10 minutes...

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## Did You Know?

- <https://www.youtube.com/watch?v=W8IBMfw2xFA>
- (<https://www.youtube.com/watch?v=u06BXgWbGvA>)

## BUSINESS IDEA (LIIKEIDEA, YRITYSIDEA)

- **One common way to describe a business idea goes through 3 questions:**
- **WHAT? (a product, a service) MITÄ?**
- **TO WHOM? (who is the customer?) KENELLE?**
- **HOW? (way of action) MITEN?**
- **IMAGE ??**

## Brainstorming and idea creation

<http://nystartup.fi/key-steps/brainstorming-2/>

Pick up rules of brainstorming to your notes!

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## Business planning starts from business idea...

- **Business idea workshop, part I.**
- **Individual task: Innovate and write down business ideas based on Megatrends (cards) in 5 minutes.**
- **Remember rules of brainstorming**

## Business idea, workshop continuing... part II

- **In groups: Present and discuss the ideas – realistic? Possible? Novelty? Part of your future...?**
- **Choose the best one to continue planning.**

## Working with business ideas...

- Some tips for developing ideas...
- Describe your business in one sentence
- What specific products and/or services will your business sell and why?
- How will your products and/or services benefit the customers and/or end users? Describe the product critically from the customer's point of view. Explain the product's features compared to the competitors': pricing, advantages, uses, weaknesses...
- Who exactly are your customers and what are their needs? How many? Where are they? On what basis they decide? What is the customer problem or requirement for which you have a solution?

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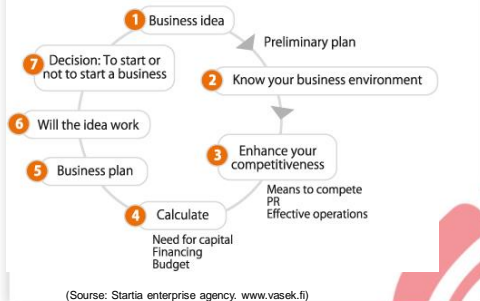
## Pitching the ideas...

- Students' presentations: 3 minute pitch ("elevator speech"), absolutely no longer
- How do you confirm the audience in 3 minutes about the value (possibilities, success...) of your idea...

Prepare pitch! After that presentations!

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## Will your business idea work?



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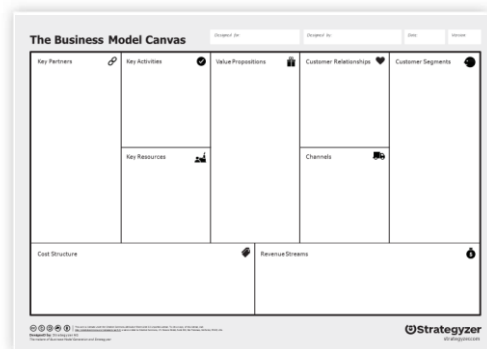
## Planning the business...

- The idea comes first, then:
- Testing the idea
- Analysing own entrepreneurial knowledge and qualifications
- Rough plan of the course of action

## Business Canvas Model

- Tool to work with business idea is the business model canvas
- Created by Alex Osterwalder and Yves Pigneur in book Business Model Generation, 2010
- More information  
<https://strategyzer.com/canvas/business-model-canvas>
- It gives you 9 components to present main points of business idea
- <http://nystartup.fi/key-steps/business-model-generation-2/>

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## Workshop, part III Task based on your idea

- Fill in Business Canvas Model based on your idea
- Do it practical and simple way! How you would like to start with your team idea.

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## Thank you

- Find your own idea, develop it
- Be entrepreneurial!
- Questions?
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