Individual Project IDEA GENERATION AND EVALUATION

 In this assignment students will:

a) complete a comprehensive personal profile

b) generate a portfolio of five new business opportunities, the quality of which will be assessed by the:

* novelty and business potential associated with the portfolio ideas
* diversity of the portfolio (especially with respect to the generation methods employed, but also variety in terms of product vs service, industry, market, business model, etc.)

c) briefly describe the process/method used to generate each idea. In other words, how did you come up with the idea?

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Format

Include a cover page but NOT a table of contents. The paper may be single-spaced. Format can be in paragraph form or bullet points. Your personal profile must be attached as an appendix.

Complete the following for**each** of the five business opportunities/ideas: (point form is acceptable)

Idea #1: Name of business

a) Description of the service or product

b) Target market

c) Competition

d) Novelty (how it is unique and different from the competition)

e) Business Model: What will the business actually do?

f) Resource Requirements (financial and non-financial resources necessary for the

business to succeed)

g) Source of Business Idea – how you came up with the idea

personal profile

*Consider each statements carefully. Four or more responses should be provided for each item.*

*Use point form.*

Things I think I’m good at…..

Things I enjoy doing……

Things I’m interested in……

Things I’ve accomplished…

I wish I were better at….

People think my good points are….

I dislike doing…..

I’m bored by…..

My hobbies are….

I’ve worked full or part time at the following jobs….

I’ve made money in the past by….

Things I’d like to get out of life (i.e. my goals) are….

Things I’m willing to sacrifice are….