

Innovation Workshop Series

Presented by



**MILLER
COMPETITION
SERIES**

CREATE YOUR STARTUP



The Rollins Center's
INNOVATION
ACADEMY

Ideation and Getting Started

How to Generate Ideas

What is Ideation

Ideate is the mode of
your design process in
which you aim to
generate radical design
alternatives.

-Stanford Design School

30 Circles

- Make a recognizable item (ball, sun, planet)
- 2 mins
- It is OK to draw outside circle

Results

Rules to Ideation

1. Defer Judgement
2. Quantity over Quality
3. Wild Ideas
4. Build on Ideas
5. Stay Focused
6. One Conversation at a Time
7. Just Main Point
8. Be visual

Tools for Ideation

Ask
Questions



Make
Observations



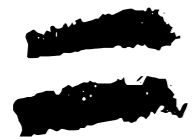
Experiment



Network
with people
with
different
skill sets



Innovate the Dishwasher



Now what?

Google Test

- YOU HAVE TO GOOGLE IT FAIRLY EXTENSIVELY AND GET A FEEL FOR WHAT IS OUT THERE.
- ("There is no such thing as a new idea." Tom Peterson)

SNIFF

- S: Strategy. (Business model?)
- N: Need. (Pain?)
- I: Impact. (Opportunity/market size)
- F: Feasibility. (Tech? Timeframe?)
- F: Feel. (Gut)
- creativerealities.com (Jay Terwilliger)

NOMMAR

- N: Need. (Someone will want it)
- O: Options. (Technology?)
- M: Market. (Opportunity size)
- M: Model. (Numbers & Logic)
- A: Approachable. (Realistic?)
- R: Relevant. (Should we do it?)
- creativerealities.com (Dr. Jay Paap)

SMIFF & NOMMAR

- FIND AN IDEA TO WORK ON!
 - On your own idea or find someone who has an idea you can work on.
 - Choose either SMIFF or NOMMAR and begin evaluating your idea.
 - Find out what information you need and how to get it.
- ASK QUESTIONS!

Share & Debrief

- WHO CAN SHARE THEIR SNIFF OR NOMMAD RESULTS? (2-3 people)