

Do what YOU Dream



# Now You See It, Others Don't: What An Idea Needs To Survive



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- Central to entrepreneurship is the notion that entrepreneurs *create* value.
- With what do they create value with?
- An idea?
- Why do college students underperform when asked to be creative?
- Is it a mindset issue? (an established set of attitudes)
- Is it a skill issue? (experience - do)



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What do you dream of doing?

Make the world a better place.

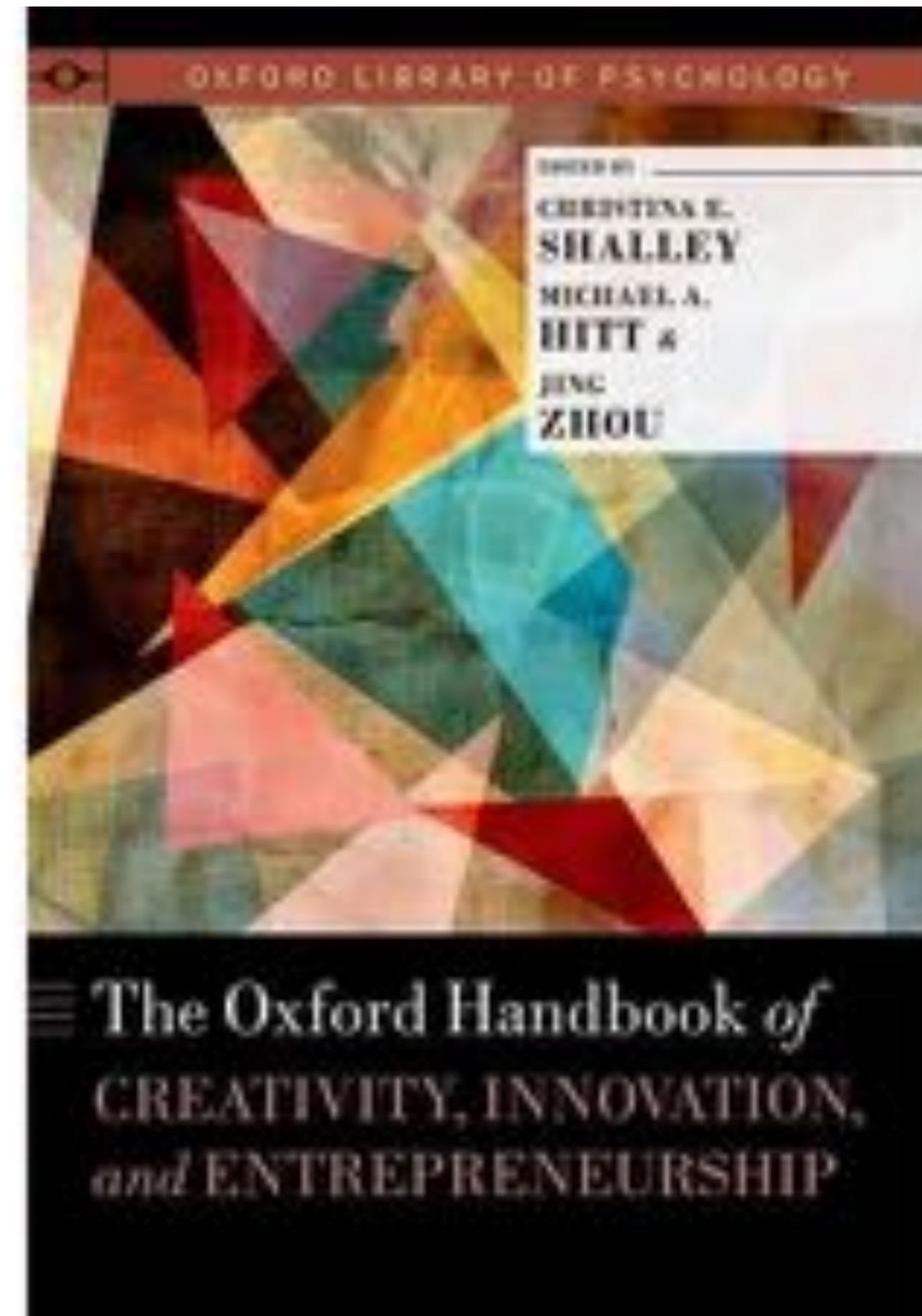
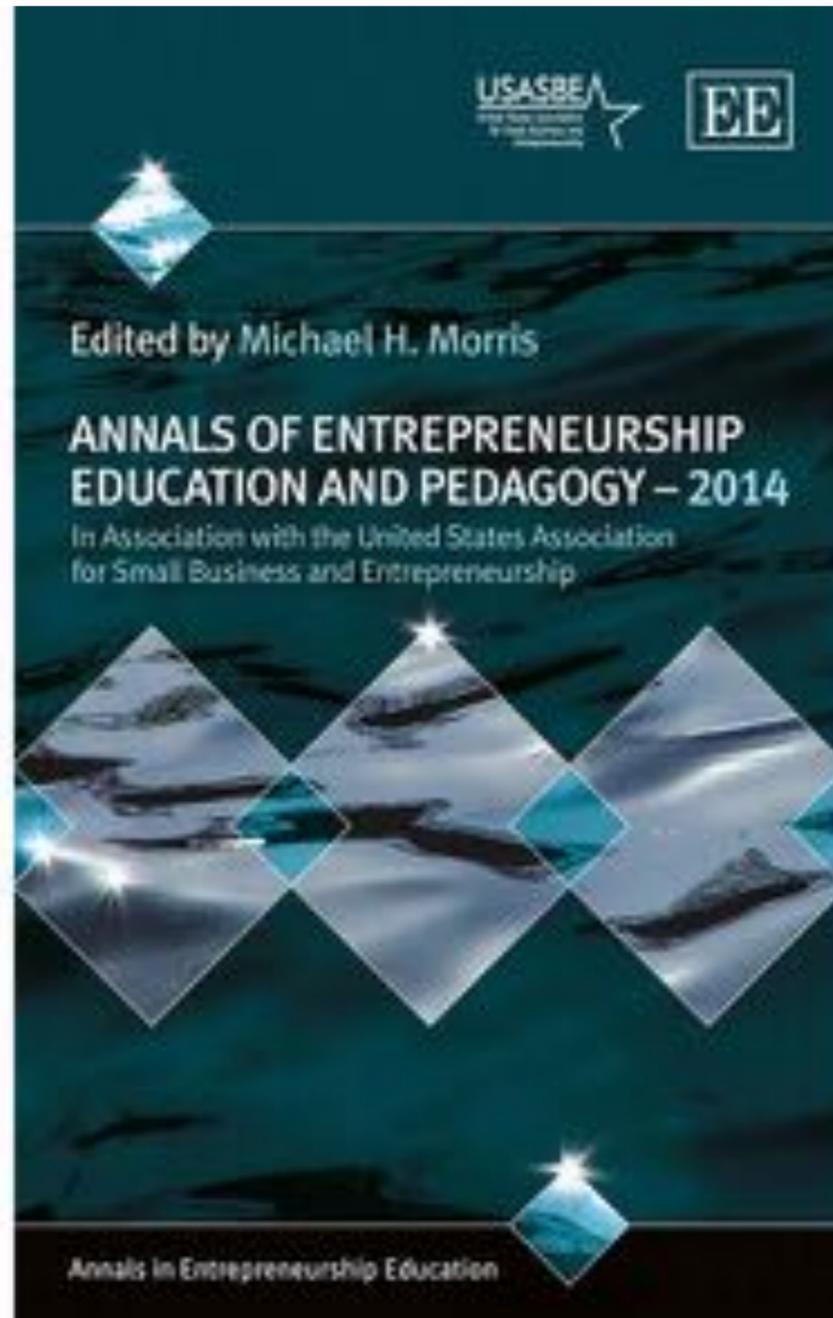
define better

Opportunity

*(where creativity takes it's first breath)*



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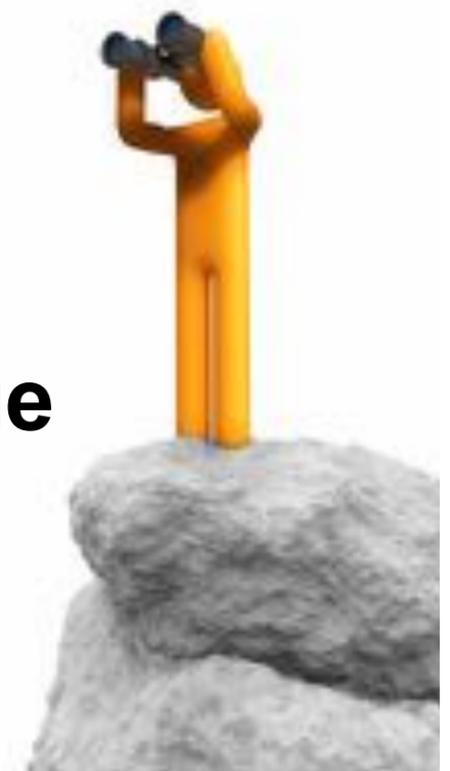
**What does a professional creative**

**do?**

makes predictions on how  
ideas will respond to change.

What are you trying to create?

**new + useful = benefit + transaction or exchange**



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# Think

## Aha Moment

a point in time (experience) when one has a sudden insight or realization.



Think Outside The Box Do what YOU Dream



Your Brain Just Got Bigger



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# Ideas Are Easy

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## What to DO with an idea?





**Idea:** a group of thoughts used as a temporal resource to be considered as a possible course of action.

temporal resource = mental representation

considered = hypothesis

course of action = decision

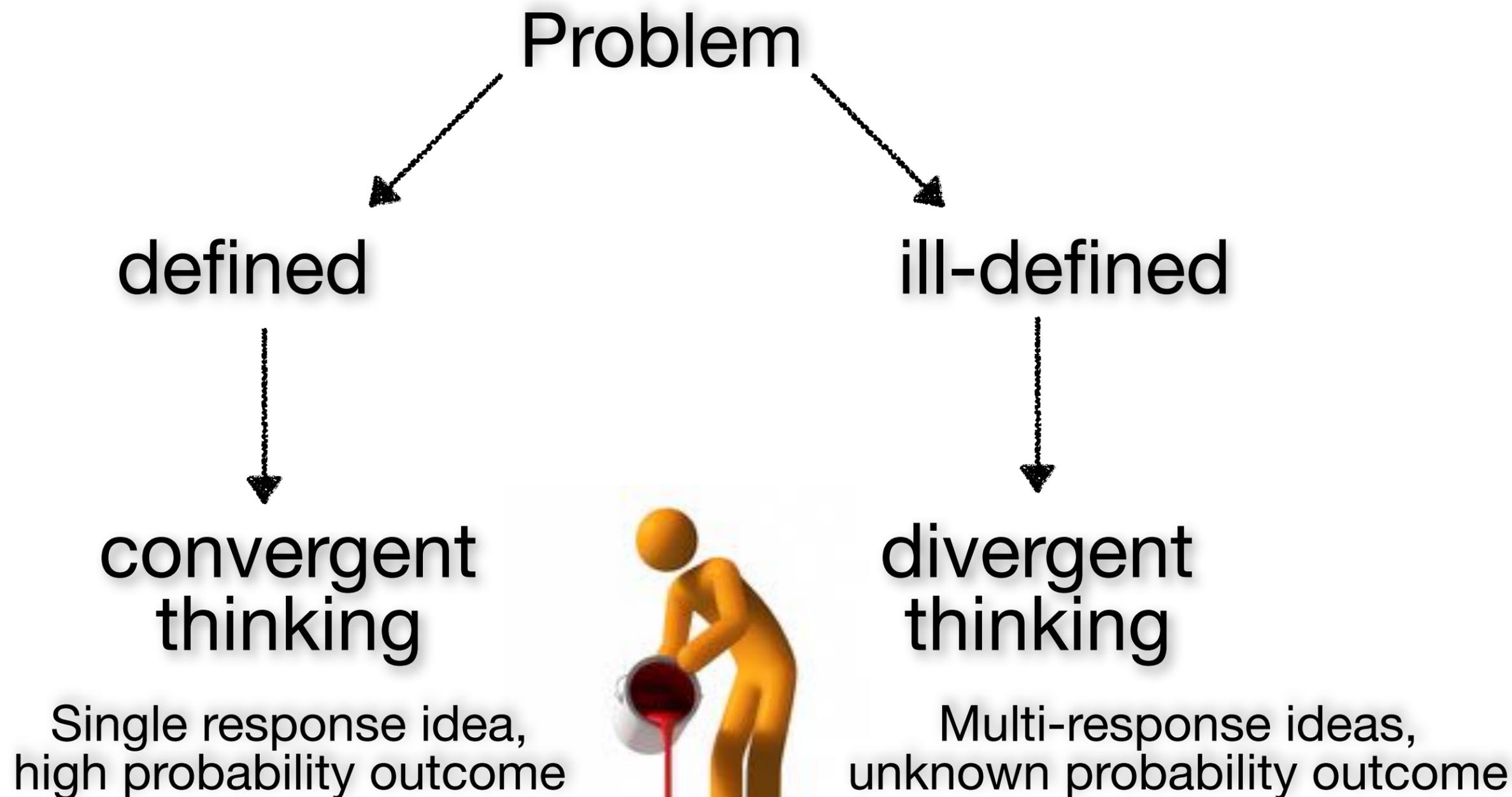
**Ideas are a raw material**

**Ideas are about problems**



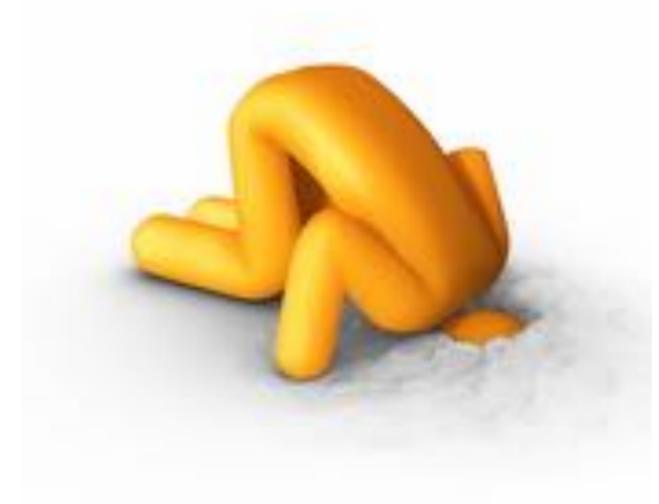


# What were you thinking?





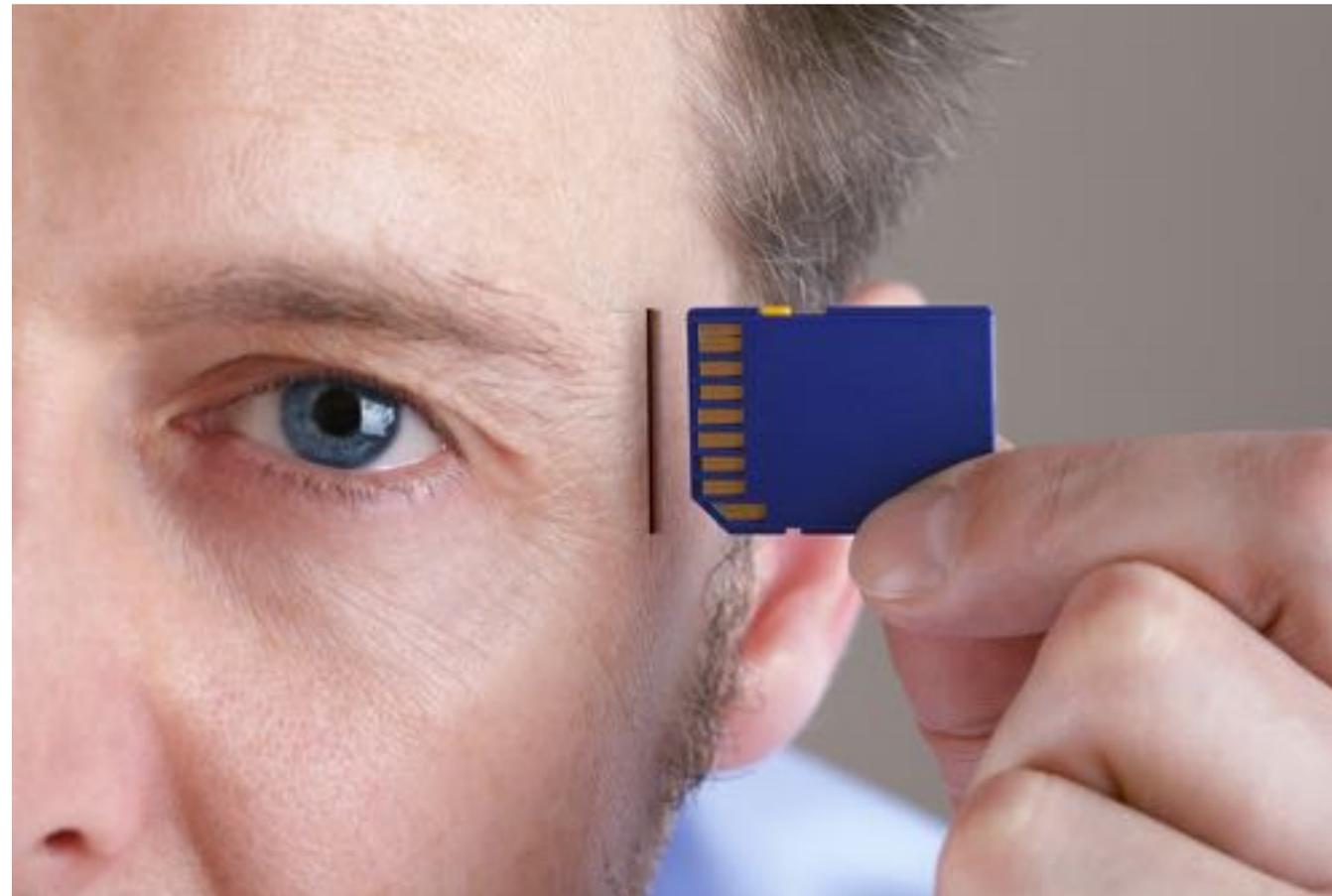
- 1.) Where am I?
- 2.) How do I know it?
- 3.) What will I do?



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What gets in the way of  
your creative thinking?



your memory



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Mary had a little \_\_\_\_\_ .

a.)



c.)

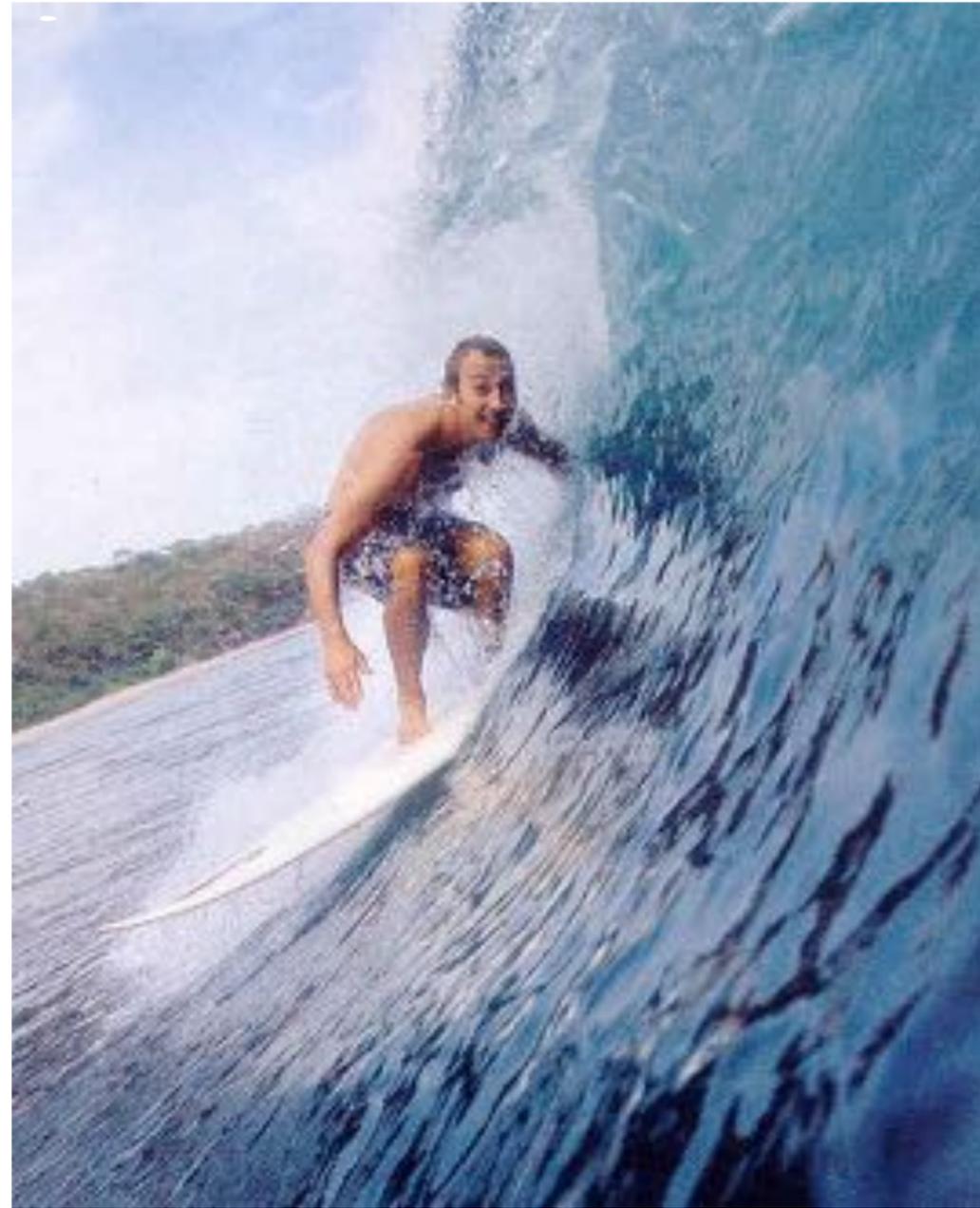


b.)



# Memory Expectation

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# Memory Misattribution

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# What are we trying to accomplish by improving our creative competence?



Rational Self

memory-based learning

sense-making

Creative Self

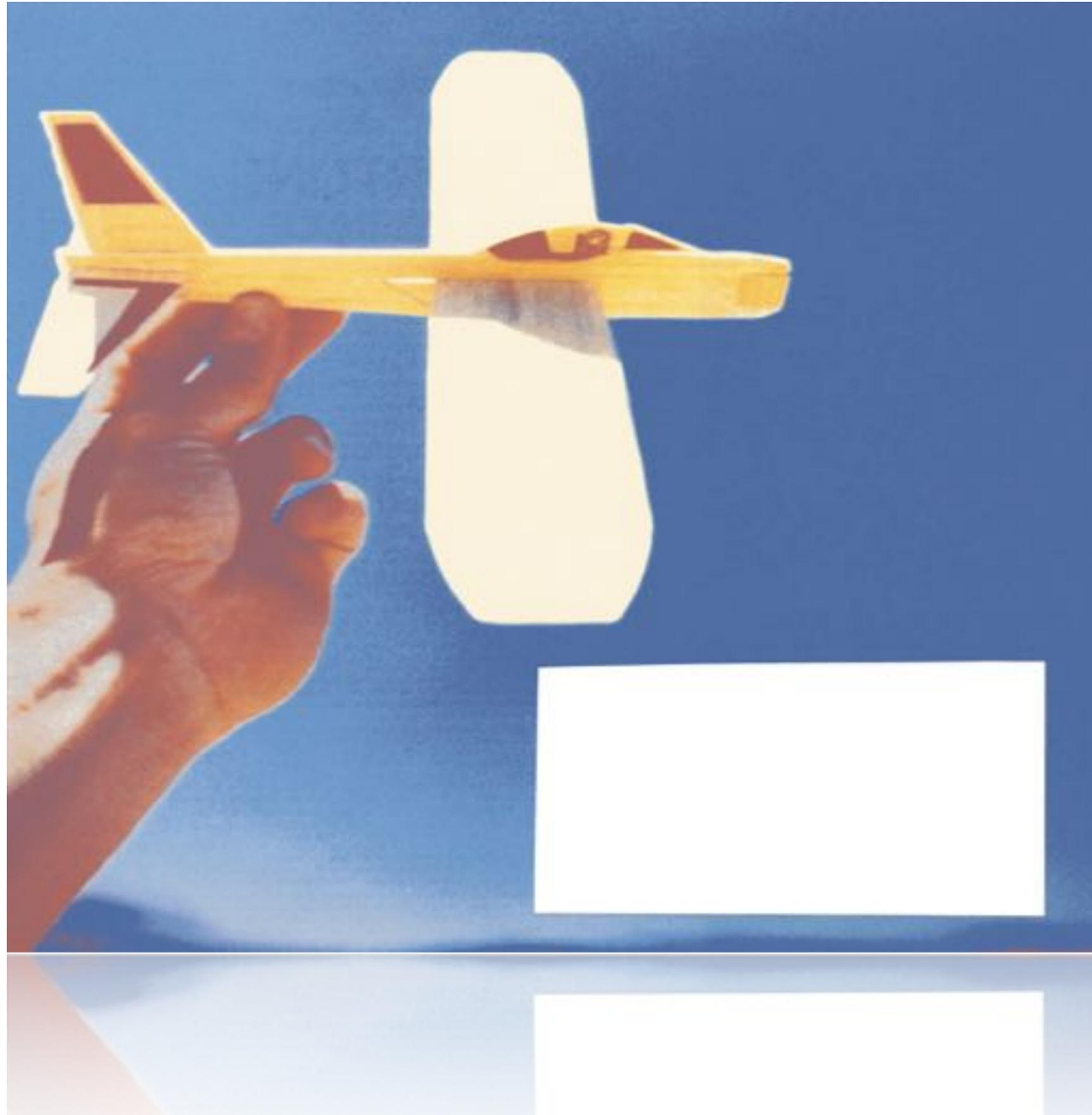
input-based learning

?



# What do you see?

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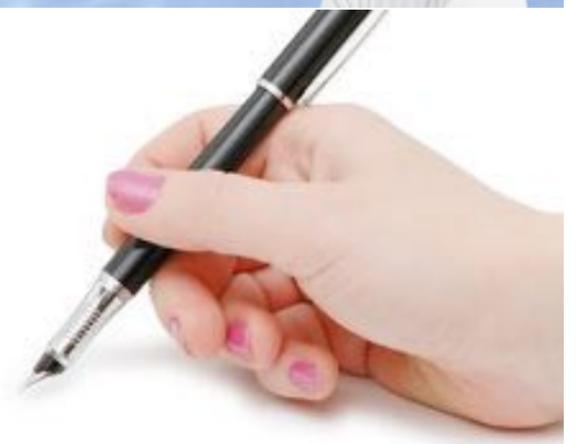


**The answer to any question is...**

**It depends.**

**Dependent on context  
driven by perception.**

Yes  
 No





## 1.) What is your opportunity?

“the chance” to meet a market need (or interest or want) through a creative combination of resources to deliver superior value.

## 2.) How do I know it?

what is the pattern of behavior you observed that revealed this need?

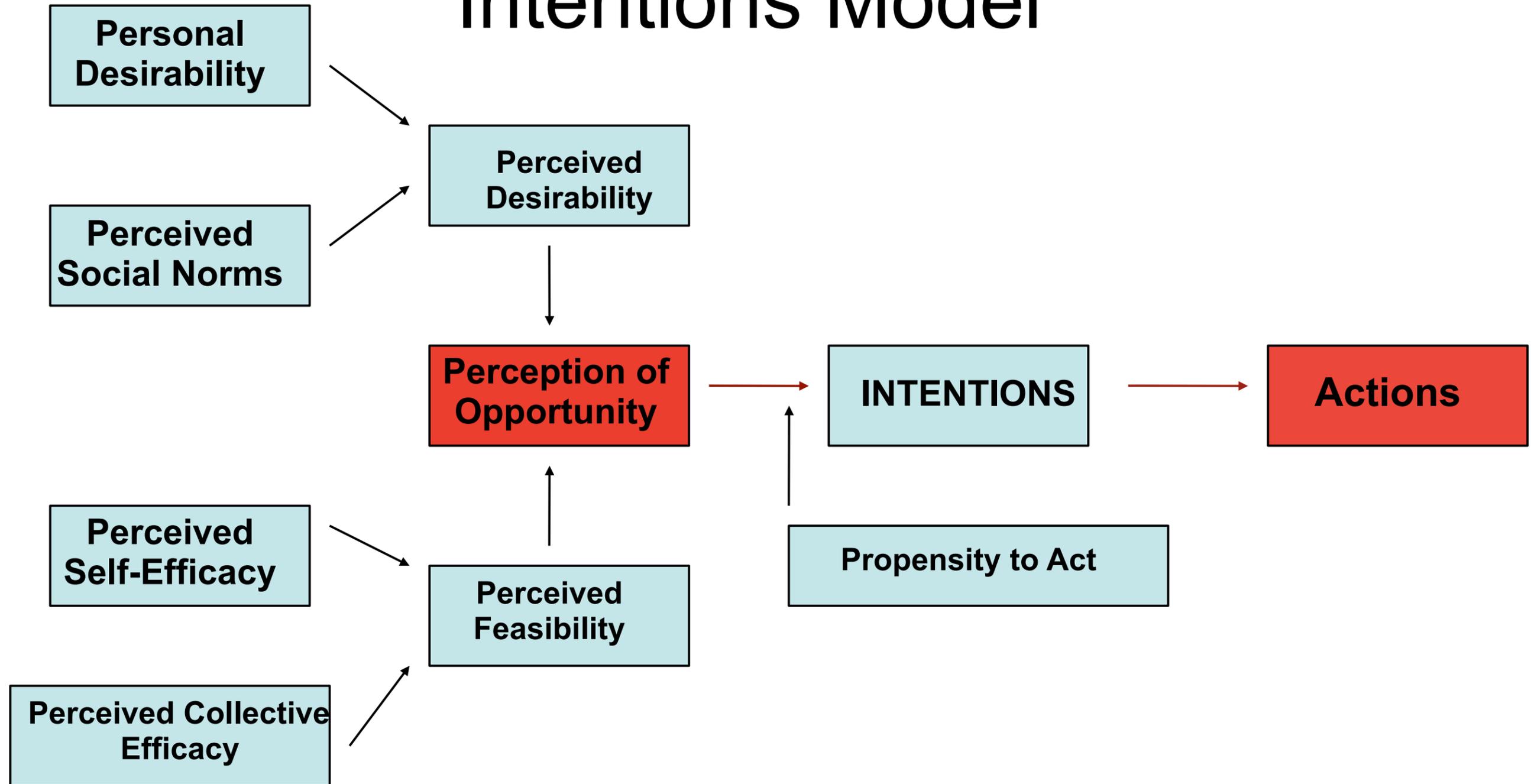
## 3.) What will I do?

what is your level of intention to take action on this opportunity?





# Intentions Model



Kreuger, 2000



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**The Most Difficult Business Skill?**

**Recognizing a  
good idea when  
you see one.**





# What about this idea?

Too many DVDs, and CDs and not enough time to rewind? Are your DVDs running a bit too slow? The DVD Rewinder is the perfect solution! This rewinder comes with the exclusive Centriptal Velocity Spindle providing the world's fastest DVD rewind!

The DVD Rewinder is a great gift for the technical savvy, the couch potato, teens with too much time on their hands, and the gadget buff! Novelty for you or gag gift for a friend.

The DVD Rewinder has a great black and fluorescent green color scheme with high tech styling! The DVD Rewinder will spin discs backwards and plays a "rewind" sound. You can also record your own "rewind" sound which provides unending possibilities. For the tech hip, the DVD Rewinder also has an additional MP3 port and plays a separate "rewind" sound. Rewind all types of disc media DVDs, CDs, and Console Games. But not just novelty, the DVD Rewinder has utility. It has a built in compartment that holds a disc cleaner. This compartment can be used to hold the cleaner, loose couch change, tooth picks, keys or other small items. A truly unique product with a truly unique design!

**The DVD Rewinder requires (1) 9V battery.**



**\$21.99**





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Home of the fastest DVD Rewinder available.

Never pay another DVD reward fee again! Compatible with all disc formats: DVD-R, DVD-RW, DVD+R, DVD+RW, CD-R, CD-RW, Audio CD, VCD. Multi-region, oxide-free rewinder capable of rewinding all 6 region DVD's including RCE/REA encoded discs. NOTE: This product is intended as a novelty. All disc and MP3 media are direct access and do not truly require "rewinding." However, it is very fun to hear the sounds, and watch the lights of this product. We have tested the DVD Rewinder with the next generation disc media including Blu-Ray®, and HD. The DVD Rewinder also works with Sony PlayStation®2, Xbox®, and other disc based console system media.

We have very few left in stock and we do not plan to continue production after 2009.

## Original DVD Rewinder



The DVD Rewinder works with all disc based digital media to provide optimized digital experiences. Visual indicators blink and audible sounds are played while your digital media is "rewinded". The DVD Rewinder also has a USB port for MP3 players and USB media. You can record your own sounds that play during rewind or use the digital recorder to store reminders. The storage box in the top provides you with a secret compartment for the little things in life.

[Buy Now](#)



## DVD Rewinder T-Shirt



Show the world that you will not stand for the tyranny of DVD Reward fees anymore! This black T-Shirt comes with the DVD Rewinder logo on the front pocket and the the statement "Never Pay Another DVD Reward Fee!" on the back.

Sizes

Large

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# The Real Business Reality?

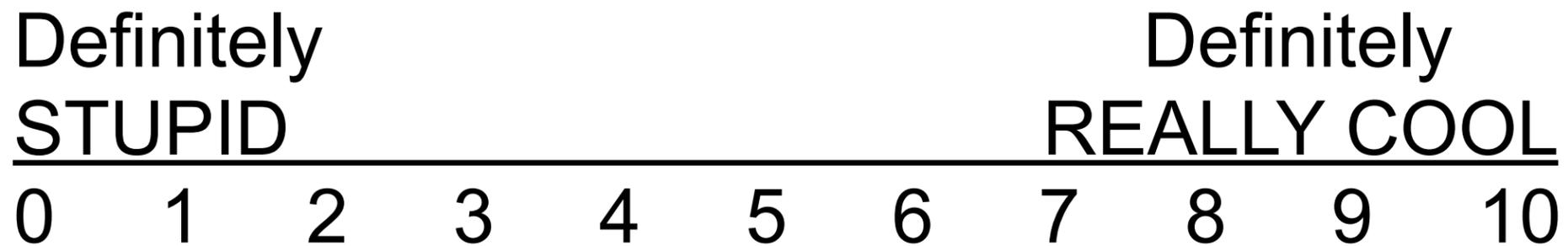
People love to kill  
**IDEAS!**





# Why do you kill ideas? Yeah But...

Your first instinct is to apply your own personal scale!



## Separate Creation from Evaluation



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**Can a person be too**

**creative?**

**How do you perceive your  
role in any opportunity?**





It boasts of features such as a microphone for listening to the sound of brushing so it can identify patterns; an accelerometer and gyroscope for analyzing brushing patterns and counting brush strokes; and 3-axis load cells. This smart brush is also equipped with conductivity sensors that are meant to check if the user has split ends; how hard she is brushing her locks; and if hair is wet or dry.



# Hushme Voice Mask

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# Can a person be too creative?

Yes! When it creates more value than it can capture and can't organize the resources to pursue the opportunity.





# What is a 'Concept'

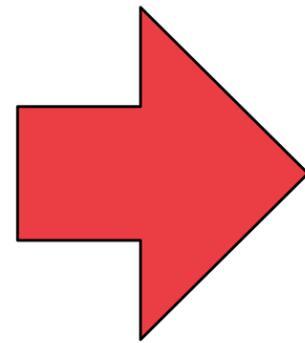
- A 'concept' represents the asset of the opportunity.
- A 'concept' is the first step in monetizing your business idea.
- The skill of 'concept writing' is to create a **context** in which people can make decisions.





## The 3 Constructs of a Concept

perception



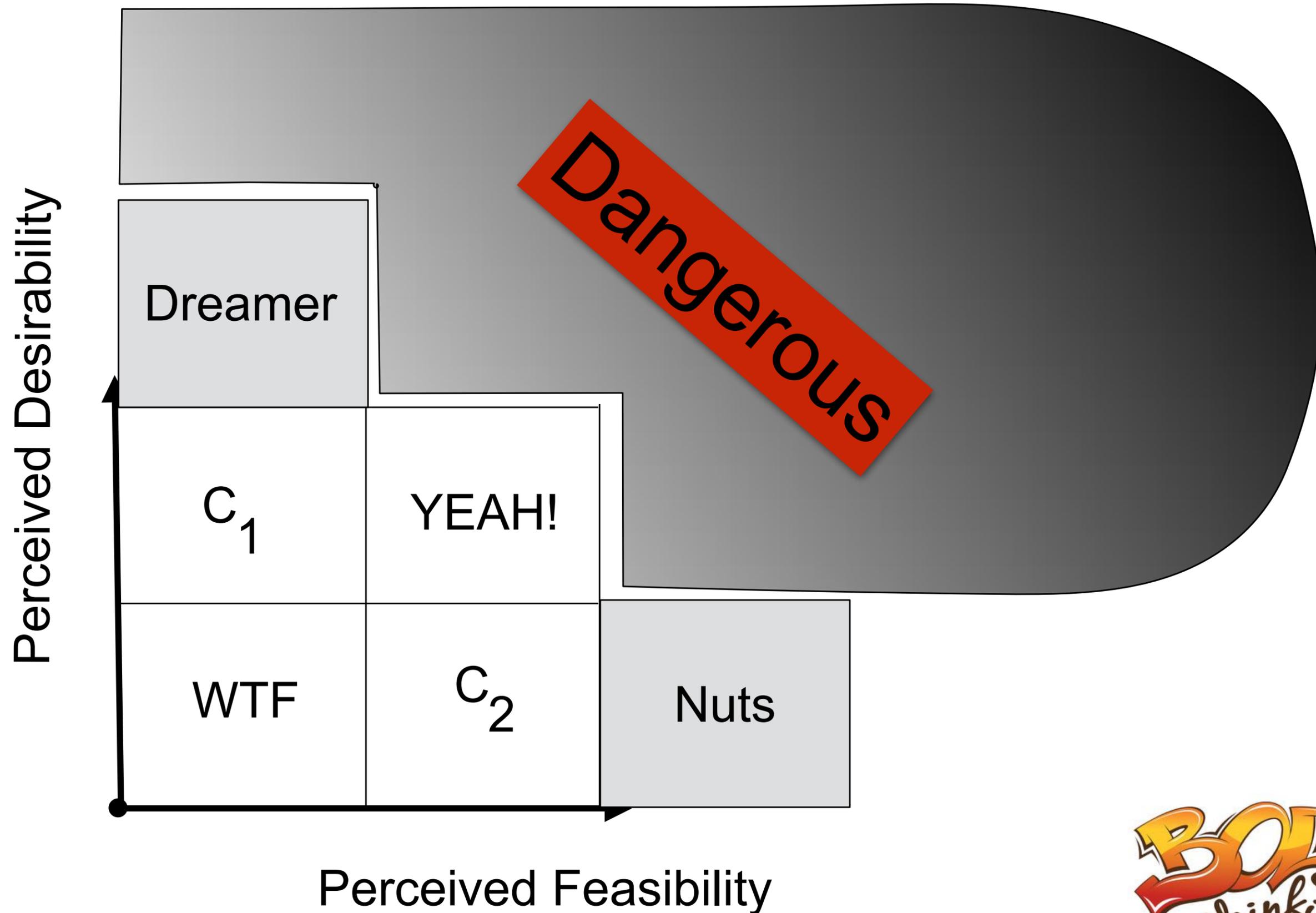
**Context**  
**Connection**  
**Consequence**

# Situational Awareness



# Framing A Concept

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# What do we call this?

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# Value Proposition?

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Break change conversations™

## Opportunity Pitch Canvas

**What is the Big Idea?**  
What is the Client Benefit for the customer? Answer: What's in it for me?  
What does it get accomplished?

**Who is this for?**  
Where does this come from? (How do you know?)

**What critical hypotheses are required to confirm this opportunity?**  
1.)  
2.)  
3.)  
4.)  
What needs to be learned?

**How does this work?**  
What features make your opportunity appealing to both logical and emotional choices by the consumer?

**How would it be prototyped and tested?**  
What skills and talent are required?

**How will we measure success?**  
How do decisions get made?

**How might this fail?**  
What keeps you up at night?

**What are some key milestones?**  
1.)  
2.)  
3.)  
4.)  
How will you manage the idea's development?

**What resources are required?**  
1.)  
2.)  
3.)  
4.)  
What value will they produce?

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# IoT Challenge

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"The key to being creative  
isn't about how much you know,  
it's about how much you're willing to forget  
in order to make a new connection"  
- Jeffrey Stamp





# Proto-Entrepreneurial Behavior

- developing the sense of insight
  - recognizes that things change
  - senses that there could be other ways to see the world
  - determined to turn beliefs into facts that matter



# Questions?

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## Do entrepreneurs think differently?

Perhaps because they're the only ones doing any opportunity-focused thinking.

*Have a question for Prof. Stamp?*

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