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Helping Your Students Master Their Creativity

AI and Curiosity in Entrepreneurial Problem Solving

PART 2

XXVI

Jeffrey Stamp, PhD
Teaching Professor Entrepreneurship
Department of Applied Economics
College of Food, Agricultural and Natural Resource Sciences
University of Minnesota
stamp013@umn.edu

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Entrepreneurship

What entrepreneurs think about:

The process of creating value by bringing together a unique combination of resources to pursue an opportunity.

Morris et al, 2002

Curiosity is a pursuit skill

"the cognitive itch we feel when we perceive a gap between what we know and what we want to know"

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The Most Difficult Business Skill?

Recognizing a good idea when you see one.

Designing Better Decisions



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~~"There are no bad ideas"~~

"I don't want to cut my grass - I want tech to do it for me."





as envisioned by ChatGPT

"Every idea deserves to exist, but not every idea deserves to be in a marketplace."

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Ideas need opportunities

"I don't want to cut my grass - I want tech to do it for me."



The Toaster Innovation Hub

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What do entrepreneurs do?

use a method of creating value by bringing together a unique set of resources in order to pursue an opportunity.



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Skeet'r Gone!

Turn your irrigation system into wide-yard mosquito control—without the fog, hassle, or guesswork.

Skeet'r Gone! is a DIY mosquito-control kit that helps homeowners turn a new or existing irrigation system into a smarter, more convenient way to protect their yard. Instead of relying on noisy foggers, short-term sprays, or small-area plug-in devices, Skeet'r Gone! uses the reach of your irrigation setup to distribute mosquito-control concentrate more evenly across the outdoor areas where mosquitoes hide and linger. The result is broader coverage, easier treatment, and more confidence when it is time to enjoy your backyard.

Designed for homeowners who host family and friends, have kids and pets in the yard, and want a better answer than waiting for a lawn-care service—Skeet'r Gone! is built to be installed in 30 minutes or less.

The kit includes a controller, 1-gallon tank, tubing, PEX fittings, and a 3-way valve, plus a QR code for installation videos and app setup. The system works automatically with standard irrigation equipment, requires no pre-mixing of concentrate, and makes refills easy to order online or through the app. The ecologically and biologically friendly formula is designed to be safe for humans and pets, helping make mosquito control feel simpler, smarter, and easier to adopt.

Take back the backyard with Skeet'r Gone!

Product Format: Starter kit includes 1-gallon tank, 120V controller, tubing, PEX fittings, 3-way valve, QR-linked installation support, app connection, and 1 gallon of Skeet'r Gone! concentrate. Compatible with new or existing irrigation systems. Refill concentrate available in 1-gallon jugs.
Pricing: Starter kit: **$99.99** | 1-gallon concentrate refill: **$119.95**



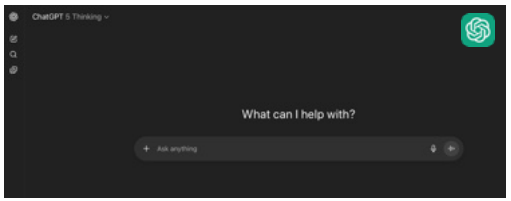
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The Creativity Challenge Then & Now



Assignment: In this class you need an idea for a new venture!



In a world of infinite information…
In a world of one-click creativity…

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Ideation Begins With a Problem Statement



Problem Statement

"I like dogs"

"Dog owners want new ways to pamper their dogs"

Ideation Begins With a Question

?

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The 6 Problems AI Must Solve

Prompt: "I'm looking for new product opportunities for dogs."

New Product Ideas for Dogs

Automatic Ball Launcher: An automatic ball launcher that can throw balls at varying distances and angles, allowing dogs to play fetch even when their owners are busy or unable to participate actively. The launcher can be set up in a backyard or an indoor space, providing exercise and entertainment for dogs.

Dog Water Fountain: A specially designed water fountain for dogs that encourages them to drink more water. It can have a pet-friendly height, easily accessible by dogs of different sizes, and incorporate features like a filtration system to provide clean and fresh water throughout the day. This can help prevent dehydration and promote good hydration habits in dogs.

Cooling Vest or Mat: A cooling vest or mat that helps keep dogs cool during hot weather or after physical activity. It can be designed with cooling gel technology or have a built-in mechanism for water circulation, providing a comfortable and safe way for dogs to regulate their body temperature and prevent overheating.



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The 6 Problems AI Must Solve

Prompt: "I'm looking for new product opportunities for dogs."

New Product Ideas for Dogs

Smart Dog Collar: A smart dog collar that tracks the dog's activity levels, location, and health metrics such as heart rate and temperature. It can provide real-time data to the owner's smartphone, allowing them to monitor their dog's well-being, set activity goals, and receive alerts in case of any unusual behavior or health issues.

Dog Treat Dispenser with Remote Control: A treat dispenser that can be operated remotely by the dog owner using a smartphone app. It enables owners to interact with their dogs even when they are away from home, allowing them to dispense treats as a reward, check in on their pets via a built-in camera, and even engage in interactive play sessions using the device.

Interactive Puzzle Toys: Interactive puzzle toys that stimulate a dog's mental and physical capabilities. These toys can be designed with compartments or hidden compartments where treats can be hidden, challenging dogs to figure out how to access the treats. They provide mental stimulation, alleviate boredom, and promote problem-solving skills in dogs.

Remember, when developing new product ideas, it's essential to conduct market research, consider feasibility, and ensure that the product meets the needs and preferences of dog owners while keeping the well-being of the dogs in mind.

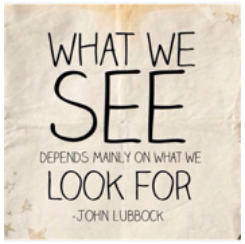


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Developing a Curiosity Mindset

perspective

Awareness needs priming



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The 6 Entrepreneurial Problems

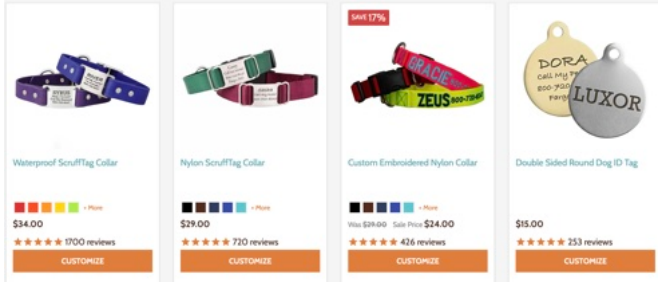


Overt Benefit Always looks like new

Reason-to-Believe Don't rust, scuff, fade, tarnish

Dramatic Difference Ceramic etching in-house custom

Problem Statement **"ID tags rust"**



Jeffrey Stamp, PhD
CFANS
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What do you see?

Stimulus-Response Method



Stimulus ≈ narrative data



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What do you see?

Stimulus-Response Method

Prompt: I have a picture I want to share with you. List 20 things that you see in this image.

Here's a detailed breakdown of 20 things visible in this image:



1. A hand gripping the body of an airplane model.
2. The airplane appears to be a toy glider or model plane.
3. The airplane is yellow with red detailing on its tail fin.
4. The hand is holding the airplane at the bottom, near the tail section.
5. The wings of the airplane are wide and extend towards the camera.
6. The sky in the background is a vivid, cloudless blue.
7. The photograph has a slight grainy or vintage effect, likely due to the image processing or medium.
8. The sunlight is bright, casting shadows on the hand and airplane.
9. The nose of the airplane is pointed, indicating it's likely a glider type.
10. The wings have a rectangular shape with sharp edges.
11. The tail section of the airplane has a red stripe or design.
12. The fingers of the hand seem to be well-defined, as they are gripping firmly.
13. The shadows of the airplane's parts are cast onto its wings, particularly noticeable due to the sunlight.
14. The overall image seems to convey a sense of flight or freedom.
15. The horizon or lower part of the image suggests some distant landscape, though it is not clearly visible.
16. The image has a minimalistic composition, focusing mainly on the hand and the airplane.
17. The plane's cockpit appears to be small and simple, likely non-functional in this model.
18. The contrast between the blue sky and the yellow plane makes both elements stand out.
19. The position of the airplane suggests that the person holding it is about to launch it.
20. There is a white rectangular box or area in the bottom right corner of the image, possibly for adding text or a title.

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What do you see?

Stimulus-Response Method

Prompt: Let your mind's eye be creative, list 20 more things that you see in this image from any perspective you choose.

Let's dive into a more creative interpretation, using imaginative perspectives to add depth and meaning to what's seen:

1. A sense of childhood nostalgia – The simplicity of a hand-held toy airplane evokes memories of carefree summer days.
2. The anticipation of flight – The slight upward tilt of the plane suggests the excitement before the launch, a moment suspended in time.
3. A metaphor for dreams taking off – The plane, small in a vast blue sky, could symbolize ambitions ready to soar.
4. The warm, golden glow of the sun – The way the light hits the plane and hand gives a feeling of warmth, like the late afternoon sun.
5. The hand of creativity – The act of holding and launching the plane symbolizes someone shaping or directing their ideas into the world.
6. A representation of human ingenuity – Even in its simplicity, the plane reflects mankind's desire to replicate nature, to defy gravity and touch the sky.
7. The blue sky as infinite possibility – The vastness of the sky could symbolize the endless opportunities and unknowns that lie ahead.
8. A gentle breeze – Though unseen, one could imagine a light breeze, perfect for gliding a paper or wooden plane on a long, effortless flight.
9. A snapshot of freedom – The scene captures a brief moment that feels liberated, with the open sky and the plane as a vessel of freedom.
10. The contrast between nature and invention – The natural expanse of the sky meets the human-made toy plane, showing the intersection of the organic and the artificial.
11. The feeling of curiosity and wonder – Like a child holding the plane, the image stirs curiosity about where the plane will go, much like life's uncertainties.
12. The simplicity of joy – There's no complexity, just pure, simple joy found in a playful interaction with a toy.
13. A rite of passage – The plane may represent the symbolic journey of growing up, launching from the safe ground into the unknown skies.
14. The fleeting nature of moments – The frozen moment suggests how quickly time can pass, much like the plane that will soon leave the hand.
15. Hands of experience – The hand could represent the hand of an adult, reliving a cherished memory from their youth.
16. Connection to the wind – Though not visible, one can imagine the feeling of air on the skin, a breeze that will carry the plane further.
17. The simplicity of invention – The toy itself is a marvel in its simplicity, designed to mimic flight without modern complexity.
18. A lesson in aerodynamics – The angle of the plane and hand implies a deeper understanding of how flight works, even in this toy form.
19. The fragility of ambitions – Just as a toy plane can crash or glide, the image could symbolize the delicate balance of dreams either soaring or failing.
20. A timeless metaphor for exploration – The plane points forward, hinting at the human desire to explore uncharted territories

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Stimulus-Response Method

Curiosity Lab: Perceptual Association Step-by-Step

Step 1: Perceive Ask: "What do you see (sense)?" On your sticky notes, write down as many observations, feelings, and thoughts as you can—one thought per note. Don't filter anything. Capture both the literal (what you see) and the abstract (what you feel or what it reminds you of).

Step 2: Cluster Ask: "What are possible **themes** here?" Group sticky notes into related **themes** or clusters. You don't need to name the clusters yet, just group the notes that feel like they belong together. When clustered, interpret **themes** by analogy or association. There are no right or wrong themes. They can also be literal or perceptual. Naming a cluster with a **theme** is an essential sense-giving step that produces memes.

Step 3: Bridge Our goal is to create (insert product/service goal here). Select one cluster from the board. Now, use curiosity to connect those concepts to our product. Ask 'How might...?' or 'What if...?' questions.

Step 4: Respond Pitch your new concept out loud. Tell us the name, a marketing tag line, its core function, key ingredients, and target audience, making sure to explain how your ideas were sparked by the airplane image.

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Stimulus-Response Method

Curiosity Lab: Perceptual Association

Creative Target: A new beverage



?

Step 1: Perceive
Step 2: Cluster
Step 3: Bridge
Step 4: Respond



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Stimulus-Response Method

Human Curiosity Prompt Engineering

Step 3: Bridge **Example Creative Objective: A healthy energy drink**

"If our beverage was inspired by **[Cluster Theme]**, what would its primary function be?"

"What ingredients would make you *feel* **[Cluster Theme]**?"

"Who is the target customer that deeply desires the feeling of **[Cluster Theme]**?"

"What would we name a beverage that delivers the benefit of **[Cluster Theme]**?"

"How would the packaging or branding reflect **[Cluster Theme]**?"

Themes Are Sticky

- Engage Cognitive Chunking
- Activate Schemas
- Stimulate Analogical Reasoning
- Memetic
- Emotional Resonance

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The Elements of an Issue
The Keys to Asking Bridge Questions

Stimulus-Response Method

Context
Who, What, Where, When, Why

Connections
How

Consequence
Δ(Who, What, Where, When, Why)



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Stimulus-Response Method

Themes:

- Uplift
- Fear of the Crash
- Smooth Landing
- Simplicity
- Launch



Ascend

Your Daily Mental Liftoff

Tired of the midday slump? Ascend is the natural nootropic beverage crafted for clarity and sustained focus, not jitters. Our "Clear Sky" Blueberry & Mint drink, with Lion's Mane and L-Theanine, provides a smooth, upward mental trajectory, designed for creative professionals and ambitious minds. Experience clean, all-natural energy in every sleek, sky-blue bottle. Elevate your day, naturally.

Packaging: Clear glass bottle, minimalist label with a brain-and-wings logo, gradient blue reflecting a clear sky.

Pricing: $3.99 per 12oz bottle.

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Stimulus-Response Method

Themes:

- Uplift
- Fear of the Crash
- Smooth Landing
- Simplicity
- Launch



Prompt 1: "Act as an experienced copywriter. Write a 100-300 word consumer marketing concept for a new consumer product that talks about the product benefits and pitches the product in a compelling way for the target consumer. Include in the concept a benefit tagline, the product description and pricing. The product is called **Ascend**, and this isn't just another energy drink. This is a **focus and clarity beverage**. Its function isn't jittery energy, but a smooth, ascending mental state. The beverage needs ingredients for a clean, powerful launch without a crash. Instead of just caffeine, it contains nootropics like L-Theanine for calm focus, Alpha-GPC for cognitive power, and a touch of Lion's Mane mushroom for long-term neural support. The "fuel" is for the brain, not just the body. Many functional drinks are full of artificial sweeteners and a dozen obscure ingredients. What if **"Ascend"** had only five, all-natural, highly effective ingredients? The marketing message is "Everything you need for mental liftoff. Nothing you don't." This appeals to a minimalist, health-conscious consumer. This isn't for all-night gamers. The target customer is the "creative professional," the entrepreneur, the writer, or the student who has a big project ahead of them. They need to get off the ground and into a state of productive flow. We market it as the ultimate "morning launch ritual" to start deep work. Describe the product offerings (different flavors, sizes or types).
Include product sizes (12 oz) and pricing."

Prompt 2: Let's go back to your Ascend product concept above. Create an image of the product packaging for this natural and healthy beverage concept.

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Concepts Created with the Stimulus-Response Method

BOVI-VET

Bovi-Vet is a mobile app designed to meet cattle veterinary needs, enabling farmers to treat their cattle without needing a veterinarian's visit, while still having access to veterinary advice from anywhere in the U.S.

The Bovi-Vet smartphone app offers access to treatment protocols for common cattle illnesses, a 24/7 chat function with licensed veterinary staff, and an in-app storefront for purchasing medications, vaccinations, and farm supplies.

Haley Beukema, F'2023

THE POLLINATOR POD

The Pollinator Pod is a sustainable bamboo-based pollinator hotel designed to shelter and encourage native pollinator bee species. It is designed to attract native species such as Orchard Mason and Leaf-cutter bees to your garden or yard. Each pod also comes with a packet of native flower seeds to grow nearby, enhancing biodiversity and attracting native bees.

Empowering gardeners to improve their biodiversity, this product will grab consumer interest by allowing them to add sustainability to their gardening practices.

Sam Spaulding S'2024

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Concepts Created with the Stimulus-Response Method

CRATER'S CUSTOM BAITS
~Minnesota Made~

Crater's Custom Baits is an online bait manufacturer that sells personalized fishing lures. We give anglers the option to create their own customized fishing lures through our website. All you have to do is answer a few simple questions, and based on your preferences, we recommend certain variations of fishing lures to fit the way you fish. With Crater's Custom Baits, you won't have to buy generic lures that all look and act the same; instead, buy a lure that is handcrafted to your exact specifications.

Alec Olson S'2022

MEALTIME MUNCHIES

The Mealtime Munchies is 100% vegan (contains no animal products) dog food alternative offered in a monthly or biweekly subscription box format, providing dog owners, especially those with a busy schedule, a sustainable alternative to dog food that is both convenient and nutritional. This product is also catered to dog owners who are vegan and interested in choosing a similar diet for their companion. By making the product 100% vegan, the team at Petilicious works towards addressing the headache of dog parents about choosing the proper diet for their dogs, as well as connecting the issue of sustainability in the pet food industry.

Julie Van S'2024

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Concepts Created with the Stimulus-Response Method

LifeSaverLink

LifeSaverLink addresses the critical need for swift and informed first-response care during medical emergencies for both humans and pets. Our solution involves QR code technology embedded in emergency alert jewelry, providing instant access to comprehensive medical profiles, and a 24/7 phone line ready to help medical personnel and call emergency contacts for customers in a crisis.

Veronica Nowakowski F'2023



Babe Beer is a bold, health-conscious beer tailored to women who want to embrace their social and wellness goals simultaneously. It contains only 80 calories, 2.5 grams of carbs, and 4% ABV, ensuring every sip is as enjoyable as it is mindful. Served in sleek 12-ounce cans, Babe Beer offers a light yet flavorful option for those who want to enjoy social gatherings without compromising their wellness goals. The lineup starts with three irresistible flavors: Natural Raspberry (flagship), Citrus (bright and refreshing), and Mixed Berries (a bold medley).

Natalie Beckndorf F'2024

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What do you see?



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What do you see?



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What do you see?

ChatGPT vs. Stamp

"Surfer catching the wave tube."



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ChatGPT vs. Stamp

"Surfer catching the wave tube."



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CURIO: Curiosity Understanding and Reflective Improvement Orientation

CURIO: Assess Your Curiosity! (5DCR)

By Jeffrey Stamp

See your curiosity profile across the five dimensions of curiosity and learn how to build and exercise your curiosity powers.

Take the curiosity assessment!

What is curiosity and how do I experience it...

Test my curiosity!

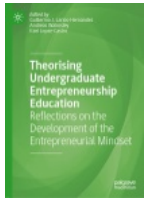
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Resources

boldthinking.com/creativeclassroom















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Stay Curious!

"Curiosity fuels the creation of the means that Effectuation uses to build the venture."



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