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## Helping Your Students Master Their Creativity

AI and Creativity in Entrepreneurial Problem Solving

PART 2

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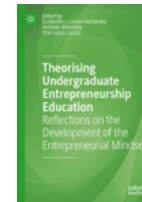
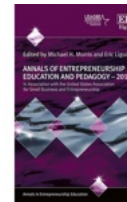


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## Resources

boldthinking.com/creativeclassroom



The Customer Experience Canvas

[Download Worksheet](#)

[Watch Video](#)



"Word Hack"

[Watch Video](#)



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## Catalyzing Creative Collisions

**CFANS 2222:** Innovating the Future: Applied Human and AI-generated Creativity in Entrepreneurial Problem Solving

**APEC 3551:** Concept Design and Value-Added Entrepreneurship

**APEC 3451:** Food and Agricultural Sales

**AECM 2221W:** Foundations in Entrepreneurial Idea Leadership



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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*



## Cognitician

one who helps others exercise their cognitive fluidity

1. Conceive (the concept)
2. Capacity (value creation - value, viability, validation)
3. Construction (resources required)

**engaging curiosity**

The Most Difficult Creative Skill?

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



## Defining PLAY

*"Play is a form of combinatorial experimentation without regard to context."*

Jeffrey Stamp

The ill-defined problem (Ill-Defined Problem Space)

How is a Tesla like this chair?



We live in a big brain era




Google Search    I'm Feeling Lucky

emotional	dependency	democracy
expectation	delicious	evacuations
saliva	diverse	customized
awkward	economy	justified
entertainment	examine	integration
bearable	brewery	tactics
ambition	organization	circumstance
identify	accessibility	recovery
program	technical	presentation
passion	explosive	chaotic
evacuations	manipulate	newspaper
ridiculous	protector	universe



Submit your favorite new word creation at:

[boldthinking.com/wordhack](http://boldthinking.com/wordhack)

emotional	dependency	democracy
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Ridiculous = ridiculous + delicious  
 Awkwardtainment = awkward + entertainment  
 Newsaverse = newspaper + universe  
 Justpectation = justified + expectation  
 Brewtector = brewery + protector  
 Ridiculized = ridiculous + customized  
 Ecotic = emotional + chaotic  
 Salivosive = saliva + explosive  
 Manipulocracy = manipulate + democracy

emotional	dependency	democracy
expectation	delicious	evacuations
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Ridiculocracy = ridiculous + democracy  
 Emoplosive = emotion + explosive  
 Emonoverse = emotion + universe  
 Awkaverse = awkward + universe

**Driven to Discover® Creative Word Hack AI-generated Words**

emotional	dependency	democracy
expectation	delicious	evacuations
saliva	diverse	customized
awkward	economy	justified
entertainment	examine	integration
bearable	brewery	tactics
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identify	accessibility	recovery
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passion	explosive	chaotic
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ridiculous	protector	universe


**It starts with an effective prompt**

“This is a word hack creative exercise that I do with my students. Here’s your instructions: From this set of words, split each word into two parts on a syllable of your choice, then randomly recombine any two parts and create a new word. Also provide a definition of each word and use it in an example sentence. Here’s the word set to start from: emotional, delicious, emergency, technical, manipulate, passion, ambition, beverage, economy, and democracy.”

**TOASTER** **CFANS**  
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**The 6 Entrepreneurial Problems**

**Problem Statement**  
“ID tags rust”



**Opportunity Problem**

**Resource Problem**

**Consumer Problem**

**Market Problem**

**Product Problem**

**Operations Problem**

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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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**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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## Catalyzing Creative Collisions

### Aha Moment

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



test your Aha-bility

What do you see?



What do you see?



- Tube
- Volume
- Cardboard
- Aluminum foil
- Metal bottom
- Sealable top
- Plastic Lid
- 9" by 3"
- 5" by 3"
- 5 oz of chips
- 32 oz of water
- ? oz of ?
- What can I add?
- How many can I use?

Problem Strategy

- School Teacher
- Camper
- Outdoor Enthusiast
- Pet Owner
- Cyclist
- College Student
- Home DIY

### The Minimum Viable Concept



**Features:** **Benefits:**  
**Superior Outcomes:**

- Spagetti holder
- Drinking straws
- Meal kit
- Fishing kit
- Winter driving kit
- Educational kit
- Picture hanging and repair kit
- Rain gauge
- Wind gauge
- Hamster tube building kit
- Tubular mouse trap
- T-shirt vending tube
- Pooper scooper
- Spy telescope
- Kaleidoscope
- Model Rocket kit
- Bank
- Water purification kit
- Curling iron holster
- Piñata popper
- Gold Fish transportation



Pringles Can Concept Creative

Pringles Can Concept Creative

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**Prompt:**

**What do you see? AI-generated ideas**

“I am crafting a creative exercise for my students. Here is the challenge: you have a warehouse full of unused, empty Pringles Cans (both 5 oz and 10 oz sizes). You are not to use Pringles Cans to put any food items into it (like spaghetti or cookies or chips). The goal is what could you convert or repurpose the Pringles Cans creatively to solve a problem for some consumer. You can add any other components or technology to the cans. What are 10 ideas your could create?”

**CFANS**  
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## What do you see? AI-generated ideas



- 1. Desk Organizers:** Students can design stackable desk organizers where they can store stationery like pens, pencils, rulers, or even art supplies. They can cut, color, or label them according to the items they contain.
- 2. Portable Amplifier:** By cutting a slot in the middle of the can to fit a smartphone, the Pringles can may serve as a makeshift speaker amplifier, directing sound more effectively in a particular direction.
- 3. Time Capsules:** Encourage students to create their personal time capsules, inserting letters to their future selves, small keepsakes, etc. This can be buried or kept aside to be opened at a significant date in the future.
- 4. Eco-friendly Seed Starters:** The length of the can protects seedlings from pests. By filling it with soil and seeds, it can serve as a starter pot for plants. Once the plant is ready to be transplanted, the cardboard can decomposes in the ground.
- 5. Cord Storage Tubes:** In an era of multiple gadgets, everyone struggles with tangled cords and cables. The cans can serve as storage tubes, where one can roll up and store individual cords.



## What do you see? AI-generated ideas



- 6. Art Supplies Tube:** With a modified lid that can be perforated with holes, you can turn the can into a holder for paintbrushes, ensuring they stand upright and dry properly after cleaning.
- 7. Solar Light Posts:** By fitting a small solar light on the lid, these cans can be staked into the ground at intervals to create lighting paths in gardens or along driveways during the night.
- 8. DIY Telescope for Kids:** By using the 5 oz and 10 oz cans together with some lenses, a simple telescope can be fashioned for kids to play with and learn about magnification.
- 9. Yarn Dispensers:** For those who knit or crochet, a Pringles can could serve as a yarn dispenser. Cut a small hole in the lid to thread the yarn through. This keeps the yarn ball from rolling around and becoming tangled.
- 10. Rain Gauge:** By marking measurements on the side and placing it outside, students can use it as a simple rain gauge. They can record rainfall over a period of time and potentially use it for school science projects.



## Prompt Engineering for Entrepreneurial Problems



**Prompt:** If I'm using ChatGPT to generate marketing messages, what is a beneficial set of prompts that will help me create more effective content?



Great question! Here are some prompts that could help you generate effective marketing messages with ChatGPT:

1. Describe your product or service in a sentence.
2. What problem does your product or service solve?
3. What makes your product or service unique?
4. Who is your target audience?
5. What pain points does your target audience have that your product or service can address?
6. What benefits does your product or service offer to your target audience?
7. What emotions do you want to evoke in your target audience with your marketing message?
8. What tone do you want to convey in your marketing message (e.g. humorous, serious, professional, etc.)?
9. What is your call to action (CTA) for your marketing message?
10. What objections might your target audience have to your product or service, and how can you address them in your marketing message?

Context Generation

## Prompt Engineering for Entrepreneurial Problems



**Prompt:** These are great. And what about style, voice, and tone prompts? What are some examples of these variables that help to generate better copy?



Certainly! Here are some prompts that could help you generate copy with a specific style, voice, and tone:

### Style prompts:

1. What style of writing do you want for your marketing message (e.g. conversational, informative, persuasive, etc.)?
2. Do you want to use short, punchy sentences or longer, more detailed sentences?
3. Do you want to use bullet points or numbered lists to highlight key features or benefits?
4. Do you want to use analogies or metaphors to help explain complex concepts?
5. Should your marketing message be written in the first person (using "we" and "our") or the third person (using "they" and "their")?

## Prompt Engineering for Entrepreneurial Problems



### Voice prompts:

1. What kind of brand voice do you want for your marketing message (e.g. friendly, authoritative, humorous, etc.)?
2. Should your marketing message use formal or informal language?
3. Should your marketing message use industry-specific jargon or more general language?
4. Should your marketing message use contractions (e.g. "can't" instead of "cannot") to sound more conversational?

### Tone prompts:

1. What emotions do you want to evoke in your target audience with your marketing message (e.g. excitement, trust, urgency, etc.)?
2. Should your marketing message be positive, negative, or neutral in tone?
3. Should your marketing message use humor or be more serious?
4. Should your marketing message be direct or more subtle in its approach?

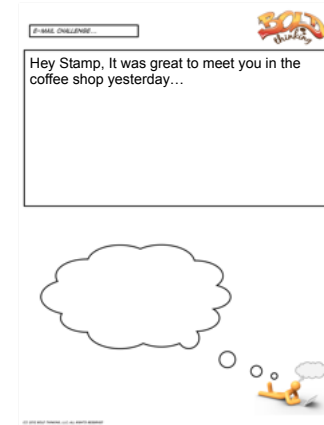
## The eMail Challenge

### Scenario Prompt:

"I'm in your town for a meeting, and I'm in your local coffee shop enjoying a cup of the local finest blend. The shop is buzzing with activity and there's an open chair at your table. You invite me to sit down and in a matter of just a few minutes of chatting, you realize that I'm the perfect customer for your new venture.

It's a busy morning and I have to go, but I give you my card and ask you to email me more.

Your task... write me that email and sell me on your product/service. You goal, get me to want to contact you back to buy from you."



## Pringles Can Concept Sales Outline



### Piñata Poppers!

**Problem:** Children under 10 want to enjoy piñatas but parents worry about them swinging sticks and someone getting hurt.

**Overt Benefit:** Can is filled with confetti and candy and then gently pressurized to give a "popping" effect when the string is pulled.

**Value Solution:** Fun for kids. Safe for parents. Easy-to-pull string lets everyone enjoy the fun of a piñata.

**RTB:** Pressure seal is kid-safe. Parents pull safety ring half way open to 'click' and then child pulls on the loop to hear a pop!

**Take Action:** Great for birthday parties or next family event.

**Desire Outcome:** Parents get hugs from their kids for a great time at a party. Smiles all around.

## Commercialized Concept (Customer Facing)

### Piñata Poppers!

*Now birthday parties are more fun with a piñata that is safe for kids.*

Get the party popping with Piñata Poppers!, a fun way to enjoy a piñata that doesn't need a stick and still has all the fun of the candy surprise inside.

Piñata Poppers! were created to bring the fun of a piñata for younger children so that they simply have to pull the string and POP!, out pops confetti and candy everyone can enjoy. Simply hang by the attached hook on the bottom of the can and flip the safety seal under the lid. The can is gently pressurized so that a child can pull the string and open the popper to reveal a burst of candy fun! No more wild stick swinging and guaranteed fun each time because Piñata Poppers! always open and make celebrating safe for everyone.

Choose from 3 varieties of candy flavors; gummy animals, sour worms, or fruit & berry blast. And Piñata Poppers! are a hit with parents too so these are great for birthdays from 5 to 95.

Find Piñata Poppers! online at Amazon or at your local Party City store available in single cans or 3-can multipack.

Now every Happy Birthday can start with a candy-licious pop!

\$14.95 or \$39.95 (3)



## Piñata Poppers!

### The Prompt



I have a new product, and I need to develop a 100-word marketing message for it. The product is called Pinata Poppers, and it is a pinata in a can that is activated by pulling on a string to activate a compressed air-loaded can that pops out the candy surprise inside. The problem Pinata Poppers solves is Children under 10 want to enjoy piñatas, but parents worry about them swinging sticks and someone getting hurt. The overt benefit of this product over a regular pinata is the can is filled with confetti and candy and then gently pressurized to give a "popping" effect when the string is pulled. The value solution is it's fun for kids and seen as safe by parents. Easy-to-pull string lets everyone enjoy the fun of a piñata. It's great for birthday parties or your next family event. Parents get hugs from their kids for a great time at a party. Smiles all around.



## Piñata Poppers!

Introducing Piñata Poppers - Safe, Fun, and Exciting!

Tired of worrying about kids and swinging sticks at parties? Say hello to Piñata Poppers! 🎉



### 🧠 The Solution:

Pinata Poppers is the ultimate party game-changer, designed with your family's safety in mind. No more swinging sticks or safety concerns. Our innovative can-in-a-piñata concept brings the joy of a traditional piñata without the risks.

### 🌟 The Fun:

Pull the easy-to-use string, and watch the magic happen! Piñata Poppers bursts open with a confetti explosion and showers of delicious candies, delighting kids and adults alike. It's a "pop-tastic" experience that'll have everyone smiling.

### 🎯 Perfect for Any Occasion:

Whether it's a birthday bash or a family gathering, Piñata Poppers adds instant excitement. Parents, get ready for those heartwarming hugs from your happy kids. It's fun, safe, and unforgettable!

Make your next event a hit with Pinata Poppers. Order now and let the smiles begin! 🥳

## Jobs To Be Done

People don't simply buy products or services, they 'hire' them to make progress in specific circumstances. Clayton Christensen

Example Job Story for \_\_\_\_\_

Circumstance	Desired Progress	
Circumstance	Motivation	Goal/Expected Outcome
When I...	I want to...	So I can...

## Jobs to be Done



### JTBD Statement Framework



- "When I'm thirsty after a workout, I want to rehydrate my body quickly so I can recover and feel refreshed."
- "When I'm out running errands on a hot day, I want to have a convenient source of hydration so I don't feel dehydrated or fatigued."
- "When I'm attending a long meeting or seminar, I want to keep myself hydrated so I can maintain focus and not get distracted by thirst."
- "When I'm trying to cut down on sugary drinks, I want a healthier alternative so I can stay on track with my dietary goals."
- "When I'm traveling and unsure of the local water quality, I want a trusted brand of bottled water so I can drink with confidence."
- "When I'm eating a meal, I want a neutral-tasting beverage so I can cleanse my palate without overpowering the flavors of my food."
- "When I want to take medication while on the go, I need a clean source of water so I can swallow my pills safely and with ease."
- "When I'm trying to increase my daily water intake, I want a measurable amount of water so I can track my consumption and reach my hydration goals."
- "When I'm away from home and don't have access to tap water or a filter, I want a readily available source of water so I can quench my thirst without any hassles."
- "When I'm conscious about staying hydrated during a flight, I want a bottle of water I can carry on so I can keep my hydration levels up in the dry cabin air."

"When [customer segment] is in [context/situation], they want to [core functional job], so they can [desired outcome or benefit]."

These ChatGPT generated statements reflect a variety of situations and needs where consumers might "hire" a 20 oz bottle of Dasani Water to fulfill their hydration-related jobs.

Identify the Opportunity - The Problem Statement

hydration + nunnlife.com - Problem Statement "hydration without having to carry water"

nuun Hydration You Can Feel

Feel the difference with Nuun. We offer a complete line of electrolyte products for hydration.

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Driven to Discover® AI in every part of the Entrepreneurship Framework

Setting: A small office, post team meeting. What's the EI story here?

Manager (John): "I noticed you looked a bit lost during the meeting. I guess these technical topics might be too complicated."

Subordinate (Sophia): "I appreciate your concern, John, but I do understand the material. I was actually trying to formulate a question about one of the points you raised."

John: "Well, maybe if you took some notes and listened more, you wouldn't need to ask questions. Back in my day, we always wrote everything down to demonstrate we were paying attention. It cuts down on unnecessary questions."

Sophia: "I find that actively listening without the distraction of writing notes helps me process the information better. Everyone has their way of understanding."

John: (with a chuckle) "I'm just trying to give you some advice. You young folks think you have everything figured out, but there's a lot you can learn from us older guys."

In this conversation, John, the manager, demonstrates low emotional intelligence in several ways:

1. He makes an inappropriate and stereotypical assumption about Sophia's understanding based on her age and gender.
2. He dismisses Sophia's approach to learning and understanding without considering its value.
3. He generalizes "younger folks" and assumes they don't value the experience of older generations, creating an unnecessary age-related divide.

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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

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