



LOG BOOK

A series of exercises to help you out with the practical aspect of the modules

MODULE 2: Creativity

Module 2: CREATIVITY

What is your business idea?

If you haven't come up with an innovative idea yet use one of the creativity techniques of the module to develop your idea. Analyse which technique would best suit your purpose and why, using the table below. Then write down the idea in the quadrant above.

If you already have an idea, analyse which technique would be most helpful for finetune and improve your idea and why.

Method	Reasons why I would use it	Reasons why I would not use it
Lateral thinking		
Brainstorming		
Brainwriting		
Six thinking hats		
Five Ws and H		
Scamper		

There are some questions or aspects that you need to bear in mind when developing a new business idea. Write down your first thoughts in the table below.

Questions	Notes
Analyse the marketplace, what are the current market trends?	
Identify opportunities for innovation in existing products or services	
Who would be the potential customers for your idea and why?	
Assess the competition: What are those who could be your competitors offering?	

Based upon your notes in the table, what do you think is innovative in your business idea? Write it down here: