



# CREATIVE PROBLEM SOLVING and GENERATION OF BUSINESS IDEAS

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## EXERCISE:

### A DAY IN THE LIFE OF AN ENTREPRENEUR

Write 10 words to explain a day in the life of an entrepreneur in your opinion. (5 min.)

Use post it notes.



# What and who are entrepreneurs?

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EU defines entrepreneurship as a **transversal competence**, which applies to all spheres of life:

1. fostering **personal development**,
2. **active participation** in society,
3. **(re)entering** the labor market as an employee or self-employed,
4. **starting ventures** (cultural, social or commercial).

Opportunities + ideas + value for oneself and others.



# Problem solving

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## What is a **PROBLEM**?

A problem arises when a person/ group/ society has **a goal**, but does not know how to achieve this goal....

**a challenge, a situation** that causes discomfort and we want to change it.

## What is **PROBLEM SOLVING**?

The process of **figuring out how to achieve a goal** and **get to a desired state**.

# Barriers to creative thinking – Limiting beliefs

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## **SELF-LIMITING BELIEFS WITH ASSUMPTIONS**

"WE DON'T HAVE TIME!"



"IT'S TOO EXPENSIVE."



"I'M NOT THE CREATIVE TYPE."



## **FEAR OF CRITICISM**

"I DON'T WANT TO LOOK STUPID."



## **SELF DOUBT**

"THERE IS NO WAY I CAN DO THAT. I'LL LOOK RIDICULOUS."



## **STRONG BELIEFS**

"WE HAVE ALREADY TRIED THAT. IT WON'T WORK."



"WITH OUR **MENTALITY?** YOU'VE GOT TO BE KIDDING ME!"

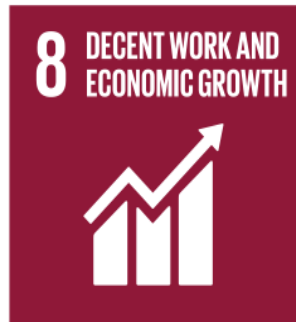


## **ROUTINE/ COMFORT ZONE**



# Where to look for problems to solve?

17 UN Sustainable Development Goals for 2030



A row of pencils is shown against a dark background. Most are dark grey or black, but one in the center is bright yellow and stands significantly taller than the others, which are all of the same height. This visual metaphor likely represents leadership, innovation, or standing out from the crowd.

# Exercise: 10 min.

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FIND A BRAND OR A CREATIVE INNOVATION AND EXPLAIN HOW IS IT DIFFERENT FROM PREVIOUS SIMILAR PRODUCTS/SERVICES.

**WORK IN TEAMS.**

**USE POST IT NOTES!**



# Examples – SCAMPER

Combined technology  
(phone, camera and MP3 player)

WARBY PARKER  
eyewear



**Modify**  
**Reduce price +**  
**replace +**  
**business model**



**Eliminate – reduce services, reduce costs**

**amazon**

**Eliminate – Intermediaries excluded**



# DISCUSSION

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**Your opinion**



**Is it useful for future?**



**Where can you use it?**



**Which part was your favorite and why?**



Thank you

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