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# Concept Kick Start

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# Myths and Truth on Ideas



Image by A CaDeMIK via Flickr-cc

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# You Don't Have to be First



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**You Don't Have to be Unique**



**AVIS**

We try harder.

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**New Business or Displacement**



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**NOBODY OWNS AN IDEA**

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## Ideas Have no Legal Protection



Image by wingeddept via Flickr-cc

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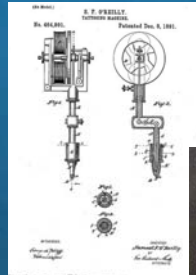

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## Patents: Inventions, Algorithms, Formulas

$$R_n = R_0 + \rho \sum_{t=0}^{n-1} R_t \quad V \times E = \frac{\partial V}{\partial E} \quad F = m \cdot \frac{dV}{dt}$$

$$dU = \frac{\partial U}{\partial S} dS + \frac{\partial U}{\partial V} dV \quad V \times D = \rho \quad Z = \sum R_t e^{-\rho t}$$

$$F_t = \sum_{t=0}^{\infty} Q_t e^{-\rho t} \quad V^2 + \frac{\partial V}{\partial t} = \frac{\partial V}{\partial t} + \frac{\partial V}{\partial t} \quad \rho D = \sum W_t R_t$$

$$P_{net} = F_t (1 - \rho) \quad \sum W_t R_t$$

$$\frac{\partial}{\partial t} \nabla^2 W(t) + \nabla W(t) \times \frac{\partial W(t)}{\partial t} = \frac{\partial W(t)}{\partial t} \quad \nabla^2 u + k u = f$$

$$\frac{\partial}{\partial t} (u \cdot \nabla) u = -\frac{1}{\rho} \nabla p + \nu \nabla^2 u + \frac{1}{\rho} F \quad \frac{\partial^2 u}{\partial x^2} + \frac{\partial^2 u}{\partial y^2} = f$$

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## Copyright For Creative Works




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**Trademarks:**  
Words, Phrases, Images, etc.



The image displays five distinct trademarks: the UPS shield logo, the golden arches McDonald's logo, the Nike swoosh logo, the Harley-Davidson logo, and a blue registered trademark symbol (R in a circle).

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**What's the Value of Anything?**



The collage features three images: a hamburger with toppings, a large two-story house, and a vintage orange and white pickup truck.

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**Who Buys an Idea?**



The image shows a single, bright yellow lemon hanging from a green leafy branch.

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**Selling Price of an Idea is 0**



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**... You Have to Do It, Not Just Think It**



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Section  
**GENERATING BUSINESS IDEAS**

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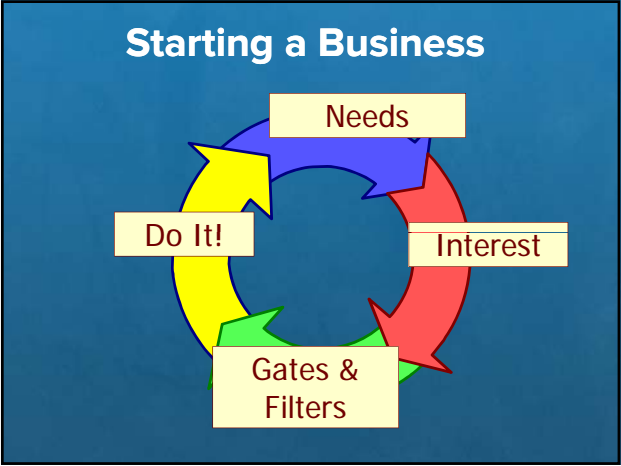
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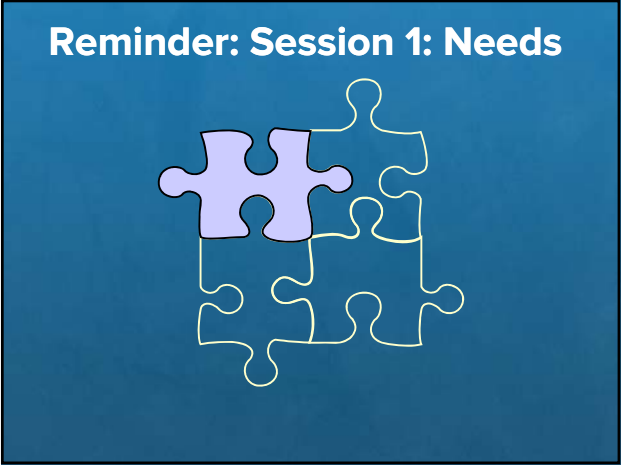
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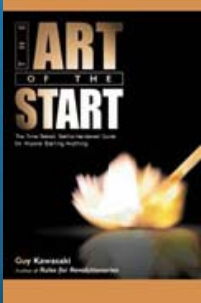
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### Kawasaki on Business Ideas



Kawasaki, The Art of the Start

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### My employer couldn't or wouldn't do it

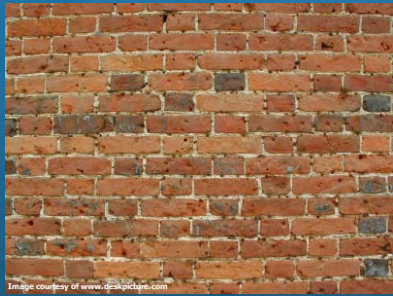


Image courtesy of www.dakipictures.com

Kawasaki, The Art of the Start

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### I Want One



Image by MINIUSA.com

Kawasaki, The Art of the Start

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### Polarize People



Image by Scin.com

Kawasaki, The Art of the Start

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### It's Possible



Image by Smudge 9000 via Flickr-cc

Kawasaki, The Art of the Start

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### Must be a Better Way



Image by will schindler via Flickr-cc

Kawasaki, The Art of the Start

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# MAKE MEANING

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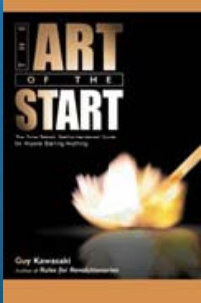
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## Kawasaki: Design Different

- If my organization never existed, the world would be worse off because:



Kawasaki, The Art of the Start

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## About Franchises




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### Not All Ideas are Opportunities



Photo by Thomas Peter via iStock.com

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### Gumpert: Ideas vs. Opportunities



Photo by Gumpert via iStock.com

Gumpert, Start Your Own Business

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### Plan as Filter



Photo by Mike Lippert

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