

This work is licensed under a [Creative Commons Attribution 3.0 Unported License](#).

Concept Kick Start

The PowerPoint slide decks provided to instructors as part of the [Start, Run & Grow Your Business curriculum](#), created by [Tim Berry](#), are licensed under a [Creative Commons Attribution 3.0 Unported License](#). This license gives instructors the right to share, remix and make commercial use of the PowerPoint slide decks, with proper attribution to Tim Berry, the curriculum author.

Start, Run & Grow Your Business course.bplans.com

Myths and Truth on Ideas



Image by A CaDeMIK via Flickr-cc

You Don't Have to be First



You Don't Have to be Unique



AVIS

We try harder.

New Business or Displacement



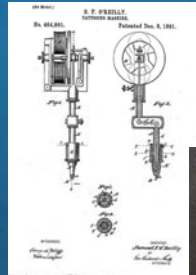

NOBODY OWNS AN IDEA

Ideas Have no Legal Protection



Image by wingeddept via Flickr-cc

Patents: Inventions, Algorithms, Formulas

$$R_n = R_0 A + \rho \sum_{t=0}^{n-1} R_t A^t \quad V \times E = \frac{\partial E}{\partial V} \quad F = m \frac{d^2 x}{dt^2}$$

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

$$F_t = \sum_{t=0}^n Q_t e^{-\rho t} \quad V^2 + a = \frac{dv}{dt} \quad V \times H = \frac{\partial H}{\partial V} + J \quad \sum W_t R_t(t)$$

$$F_t = \sum_{t=0}^n Q_t e^{-\rho t} \quad V \times H = 0 \quad P(t) = \sum W_t R_t(t)$$

$$\frac{d}{dt} \left(\frac{\partial L}{\partial \dot{q}} \right) - \frac{\partial L}{\partial q} = - \frac{\partial P}{\partial q}$$

$$\frac{\partial}{\partial t} (U + V) = - \frac{1}{2} \nabla^2 \psi + \gamma \nabla^2 \psi + \frac{1}{2} \nabla^2 \psi + \frac{\partial^2 \psi}{\partial x^2} + \frac{\partial^2 \psi}{\partial y^2} + \frac{\partial^2 \psi}{\partial z^2} = f$$

Copyright For Creative Works





Trademarks:
Words, Phrases, Images, etc.




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

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.

Who Buys an Idea?



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

Selling Price of an Idea is 0

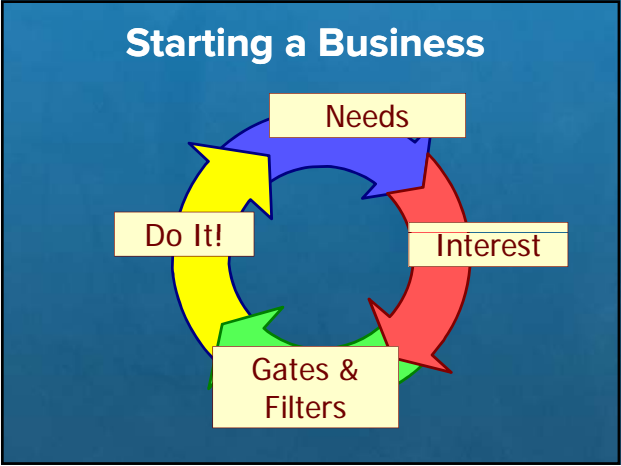


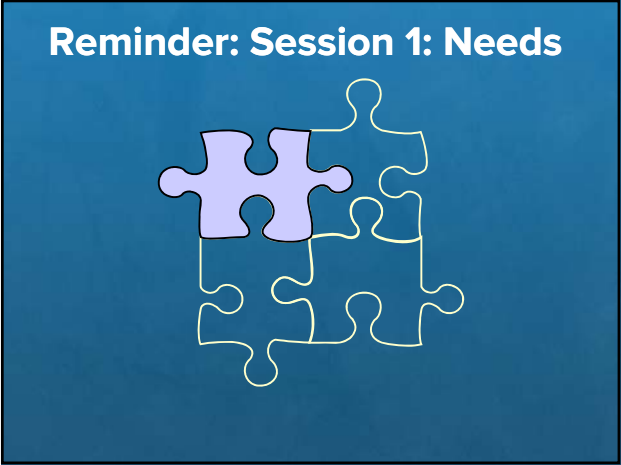
... You Have to Do It, Not Just Think It



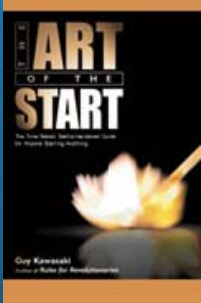
Section
GENERATING BUSINESS IDEAS







Kawasaki on Business Ideas



Kawasaki, The Art of the Start

My employer couldn't or wouldn't do it

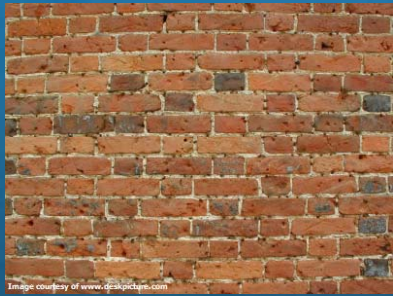


Image courtesy of www.dakipict.com

Kawasaki, The Art of the Start

I Want One



Image by MINIUSA.com

Kawasaki, The Art of the Start

Polarize People



Image by Scin.com

Kawasaki, The Art of the Start

It's Possible




Image by Smudge 9000 via Flickr-cc

Kawasaki, The Art of the Start

Must be a Better Way



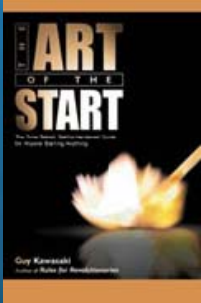
Image by will schindler via iStock-cc

Kawasaki, The Art of the Start

MAKE MEANING

Kawasaki: Design Different

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



Kawasaki, The Art of the Start

About Franchises



Not All Ideas are Opportunities



Photo by Thomas Peter via iStock.com

Gumpert: Ideas vs. Opportunities



Photo by iStock.com via iStock.com

Gumpert, Start Your Own Business

Plan as Filter



Photo by iStock.com
