



OPPORTUNITY IDENTIFICATION

BatStateU Center for Technprenurship & Innovation
3rd Flr Student Center, BatStateU Main Campus 2
(043) 425 0139 local 2152 | cti.batstate-u.edu.ph

1875–80; < French:
literally, one who undertakes (some task),
equivalent to *entrepren* (*dre*) to undertake

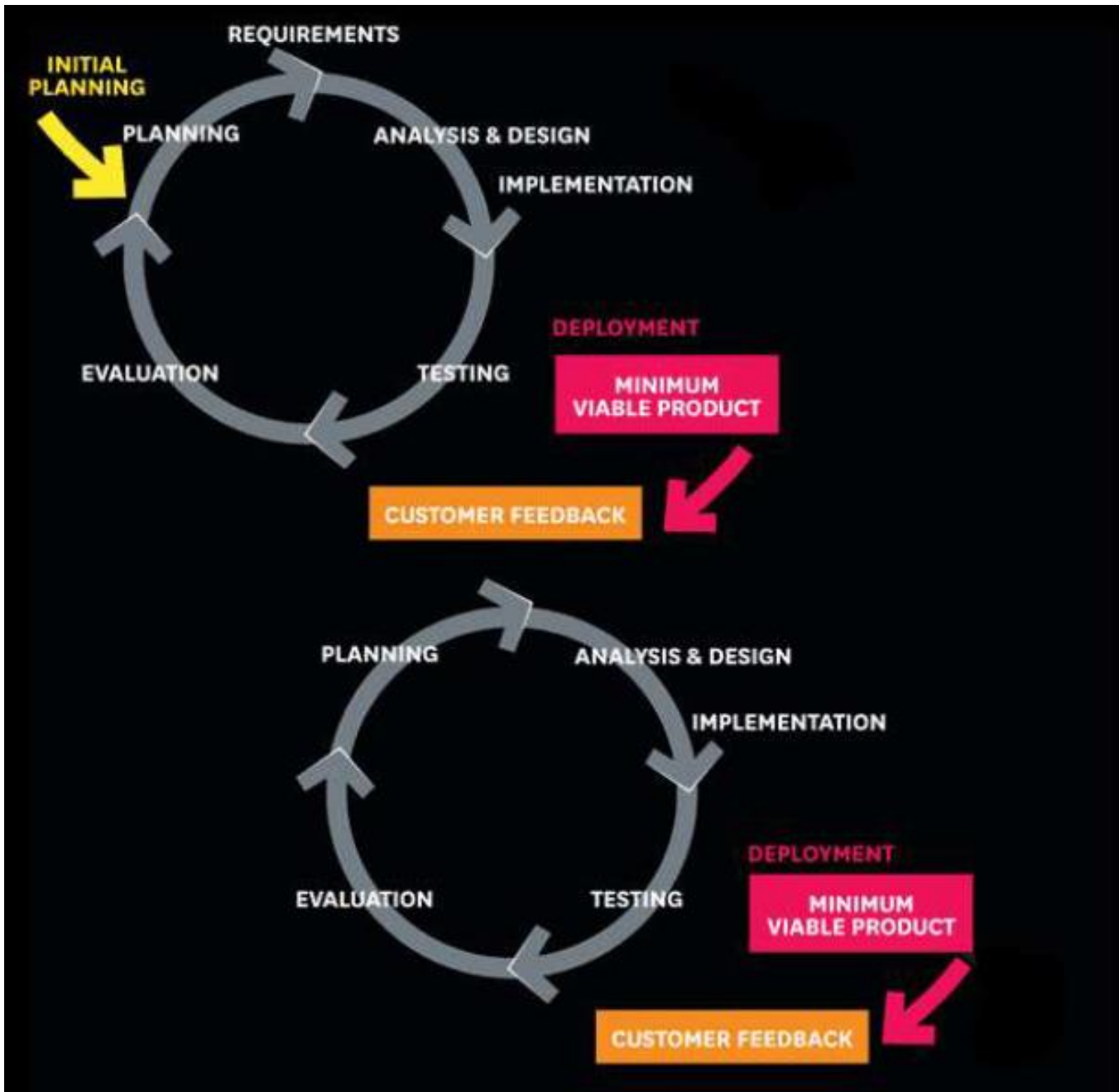
<http://dictionary.reference.com/browse/entrepreneur>

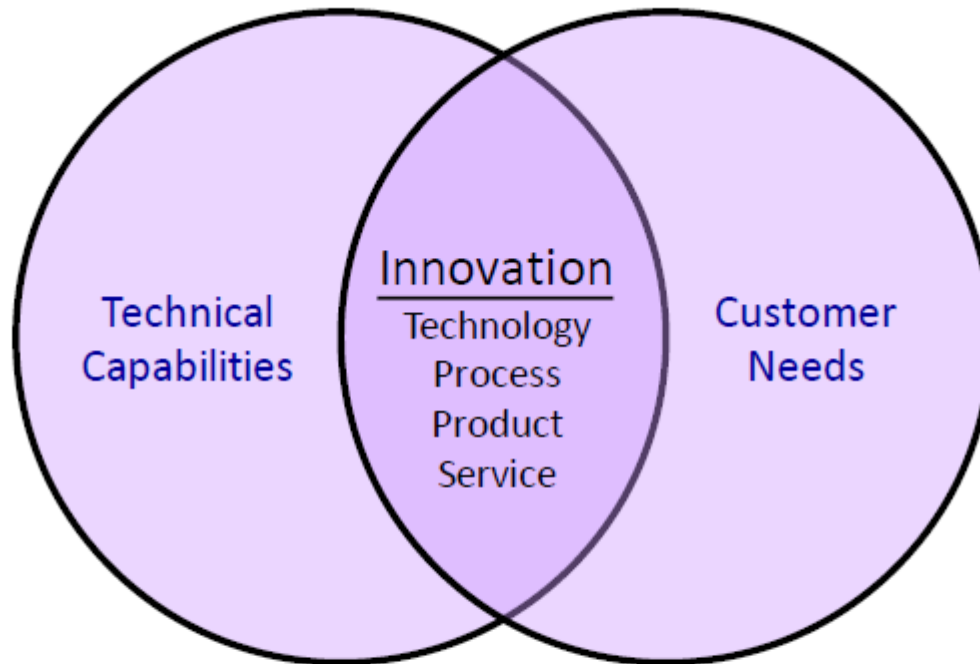


“get out of the building” and talk to the only folks who matter—your customers.

-Steve Blank, technopreneur and author of “The Startup Owners Manual”



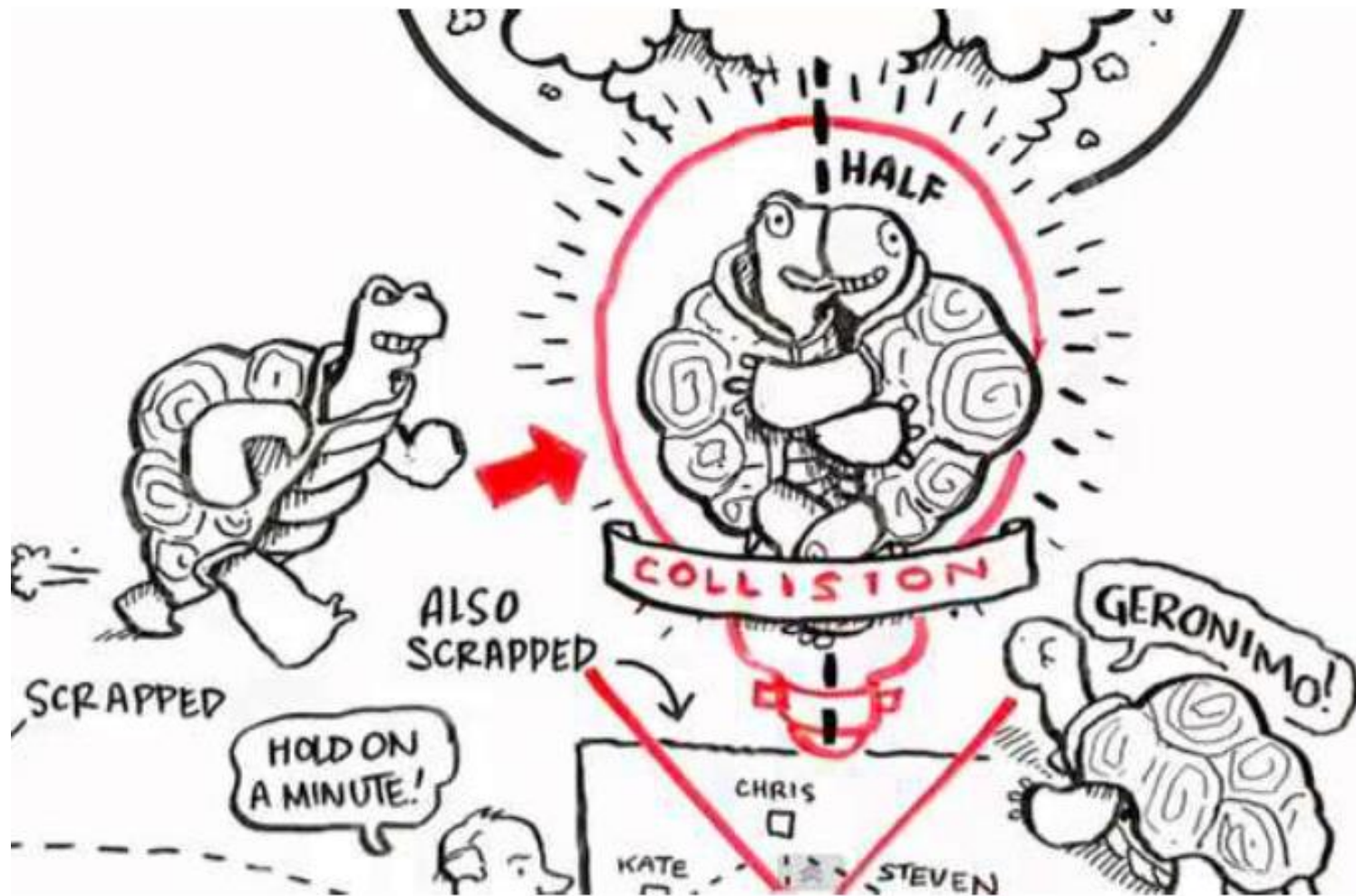




KnowHow

KnowWho





NEW IDEAS

- Traffic tracking for store location market research
- Contaminant checking for food processing
 - Coliform
 - E-coli
 - Salmonella



ACTIVITY: KNOWHOW



- Review technologies from our seeding session and Edmodo
- Pick a past or ongoing R&D project from your personal projects, lab or department
- Who is the (assumed) customer/user?
- What is the (assumed) value proposition?
- Post your entry online in the KnowHow database (Review the case study: farmers need field data from Session 1)

ACTIVITY: VENTURE IDEA*

- Pick one innovation opportunity from the KnowWho or KnowHow entries satisfying the following criteria:
 - If it's not from the KnowWho list, you should have a specific customer in mind for it that you can contact in the one-day validation phase.
 - The customer can be your own personal contact, or your classmate's contact, as listed in the KnowWho database
 - If it's not from the KnowHow, or DOST-PCIEERD lists, you should
 - Have some technical background for the solution you are envisioning, or
 - Know someone personally, or in the class (see self-profile list) so that you can assess technical feasibility and production costs, and (preferably) do crude prototypes



ACTIVITY: VENTURE IDEA* ...

- To maximize number of unique ideas in the class:
 - No duplication
 - First come, first serve
 - You may use your classmate's KnowWho or KnowHow entries as long as they haven't posted it in the Venture Idea list yet.
- You are responsible for doing One-day validation on the Venture idea that you posted





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