

## Idea Challenge B1

I can develop an idea and a model how to  
implement it.

Core Entrepreneurial Education



**Entrepreneurial Design –  
a sustainable business model**



Co-funded by the  
Erasmus+ Programme  
of the European Union



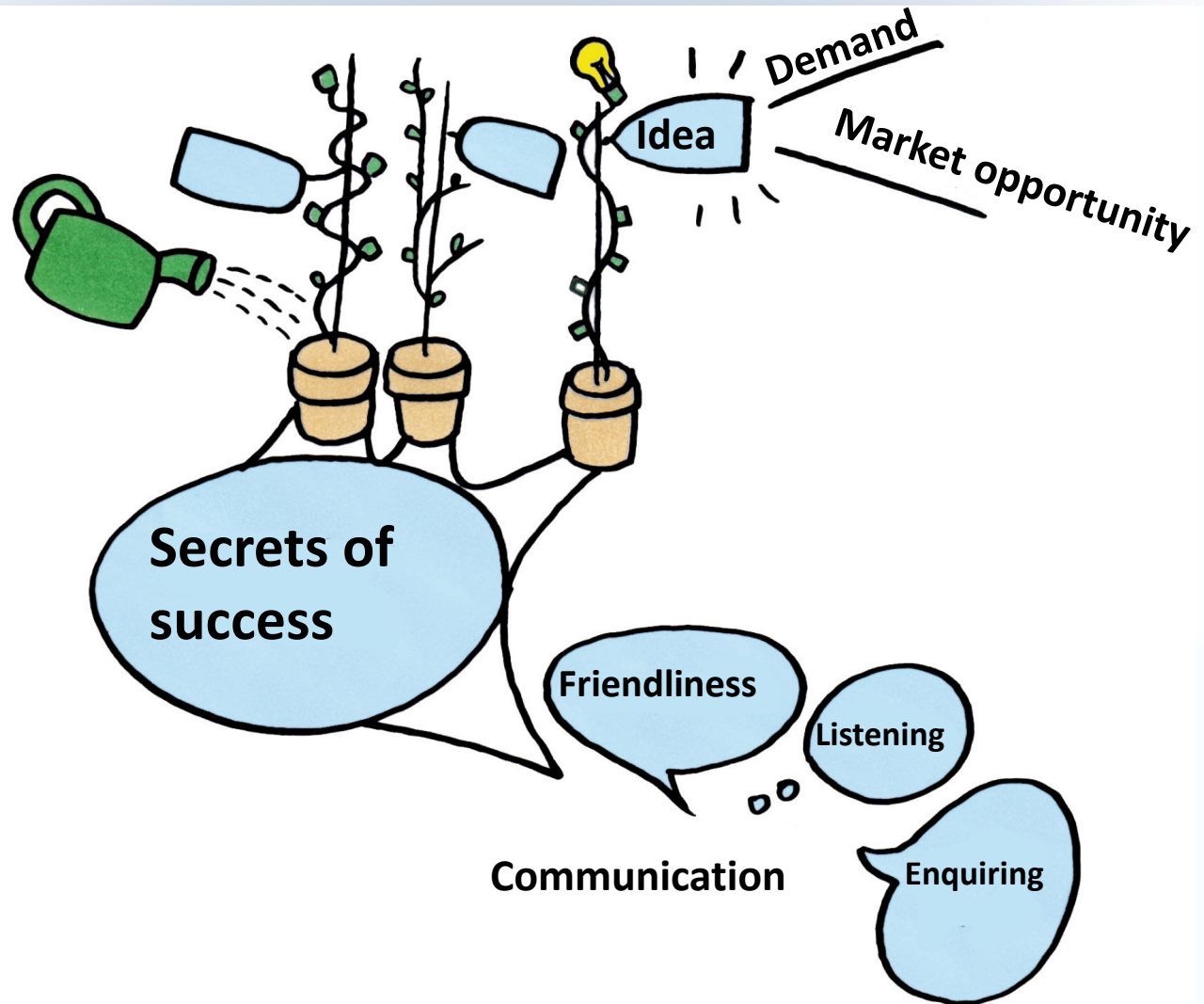
Federal Ministry  
Education, Science  
and Research



KIRCHLICHE  
PADAGOGISCHE  
HOCHSCHULE  
WIEN/KREMS



# Trading Game



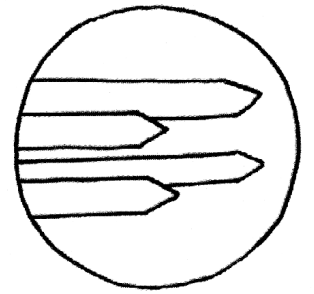
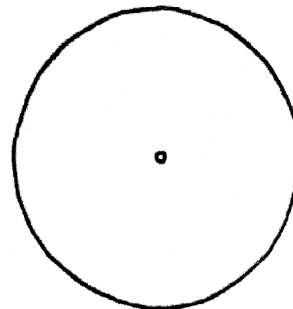
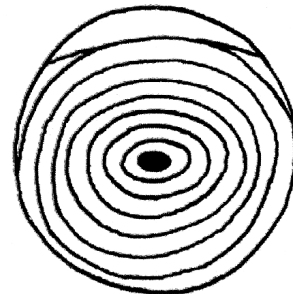
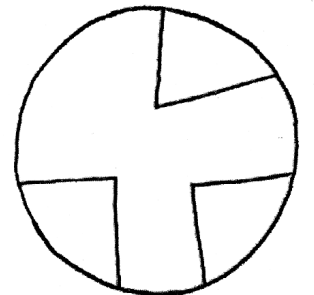
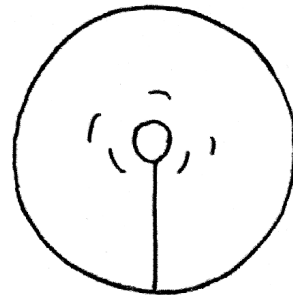
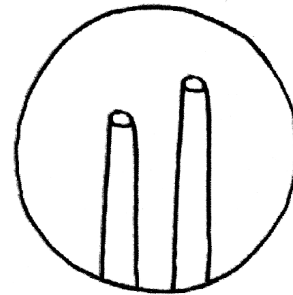
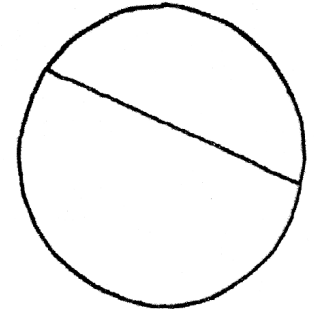
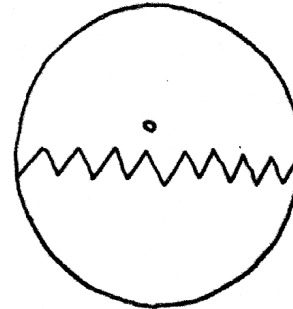
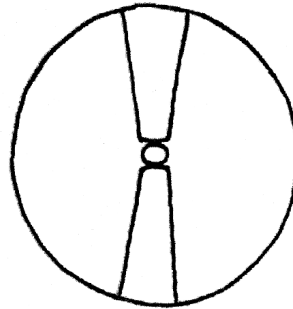
# Activity

Do you like using your  
Imagination?

Look at the different image  
details in the circles.

Think about about what those  
images might represent and  
share it your classmates. You  
will be surprised that your  
friends may have similar  
perceptions.

Let your ideas flow.



Playing with colour a) Read each word out loud

**Blue**      **Green**      **Yellow**

**Yellow**      **Red**      **Green**

**Red**      **Blue**      **Red**

**Green**      **Yellow**      **Blue**



b) Say the name of each colour out loud. What is going on inside your head?

**Blue**      **Green**      **Yellow**

**Yellow**      **Red**      **Green**

**Red**      **Blue**      **Red**

**Green**      **Yellow**      **Blue**

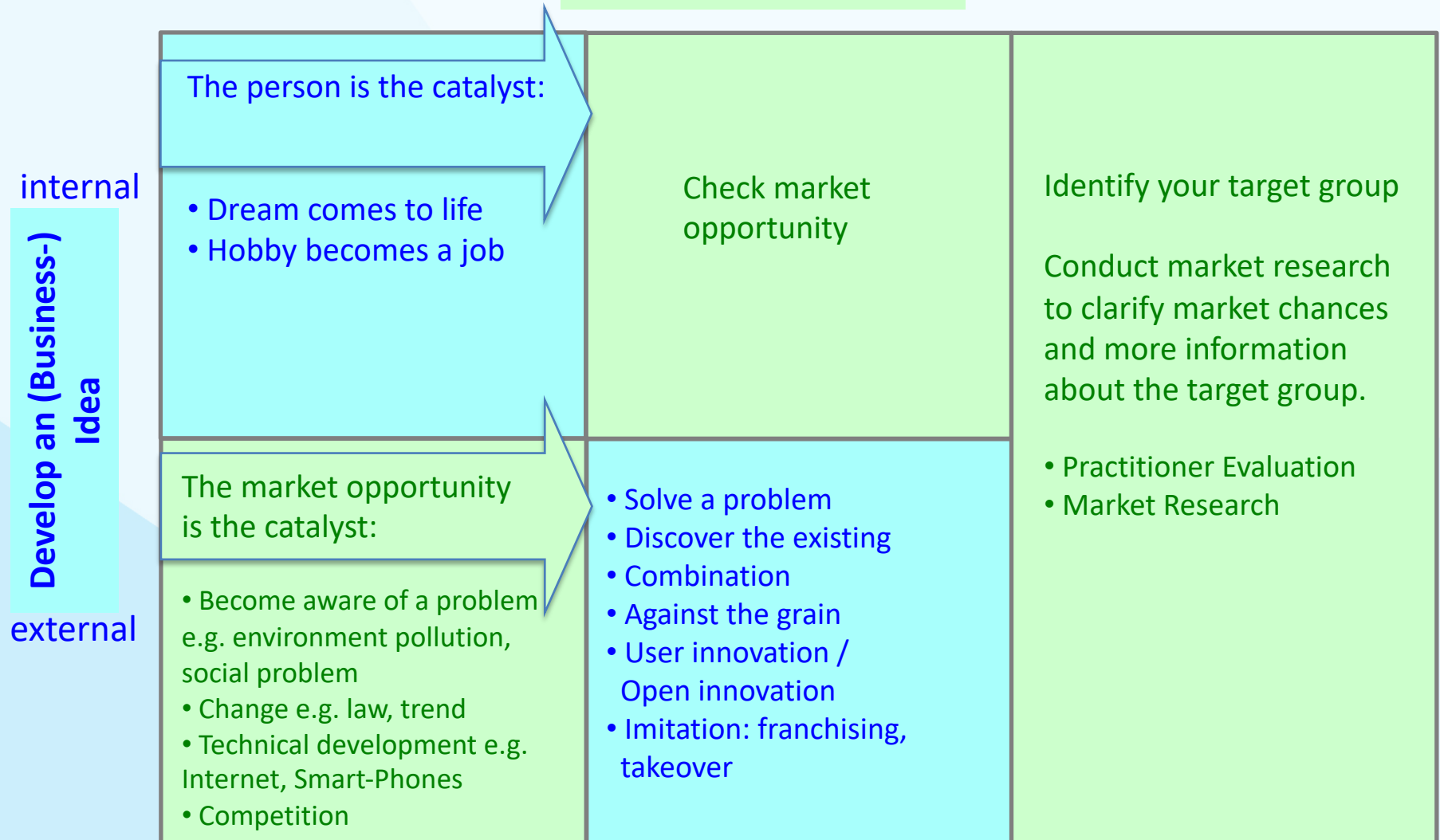
# Pictures to inspire creative ideas



Fotos: Johannes Lindner

# Idea Canvas

## Check an Opportunity



# Develop a Business Idea - Internal

**Dream  
comes to life**



Lionel Messi

Source Sportmagazin



# Develop a Business Idea - Internal



Vienna City Marathon

**A hobby  
becomes a job**



Source VCM / Niki Wagner

# Develop a Business Idea - External

**Solve a problem**



Source Paul Langrock / Agentur für Erneuerbare Energie

# Develop a Business Idea - External

**Transform an  
existing idea**



Source: Red Bull Contentpool

# Develop a Business Idea - External

**A combination  
of ideas**



Source: TM & PEZ AG



# Develop a Business Idea - External

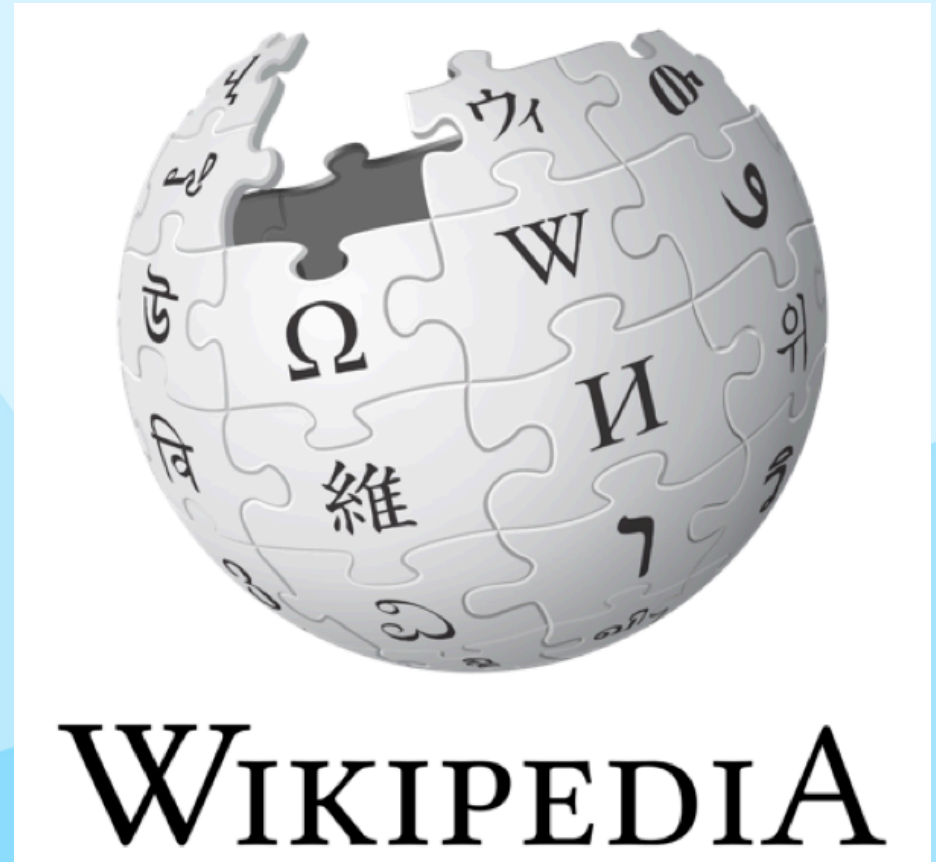
**Going against  
the grain**



Source: The Swatch Group (Austria)

# Develop a Business Idea - External

**User Innovation**  
**Open Innovation**



Source Wikimedia Foundation

# Develop a Business Idea - External

## Imitation



Illustration: Helmut Pokornig

# Develop a Business Idea - External

## Franchising



Bio-Racal, „children's brand“

Source Sonnentor Kräuterhandel GmbH

# Analyse a Business Idea and its Chances



Source Martin Wesian



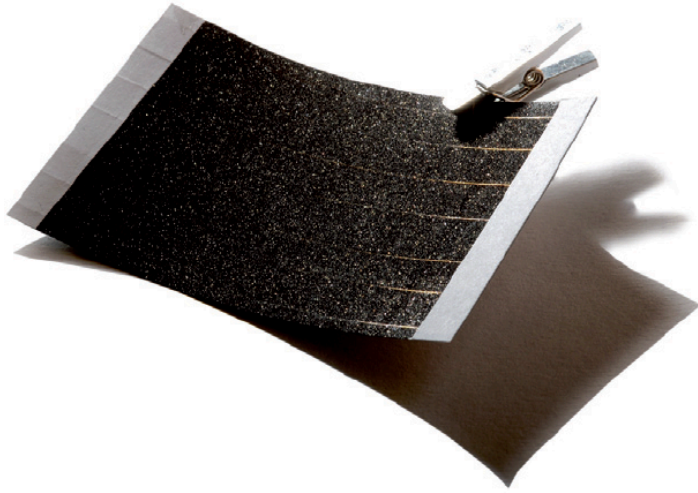
Source Helmut Pokornig

# Analyse a Business Idea and its Chances



Source innocent Alps GmbH

# Analyse a Business Idea and its Chances



Source crystalsol GmbH



Source Göttin des Glücks



# Analyse a Business Idea and its Chances



Source Nina Dautzenberg / Andrea Gaesmann



