

TURBINI

**FROM VAGUE
IDEAS TO
THE ONE**



**WORKBOOK FOR
ASPIRING
ENTREPRENEURS**



Introduction

Searching for a business idea

Welcome to this course to find your business idea. It can be difficult to pinpoint one idea to pursue even if you really want to become an entrepreneur. Becoming an entrepreneur is a combination of things coming together: inspiration with an idea, the right mindset, and the willingness to develop the skills needed to create a business. This course is to help you with the first challenge: inspiration with an idea. Inspiration comes in many forms and some people know instantly what their business should be; others need to be more curious and methodical to uncover their idea.















Once you have finished this course, you can join the next part of the process: the Turbiini Pre-Incubator Programme (Turbiini for short). Turbiini teaches you the tools and methods you will need to develop your idea from that initial inspiration to a real business. It gives you tools that cover:

- Entrepreneurship and its business environment
- Creation of a Business Plan and Business Model Canvas
- Service Design and Business Development
- Sustainable development in business
- Customer research
- Basics of business financials
- Marketing
- Regional services for entrepreneurs and support networks and tools
- Prototyping and
- Different business models
- Pitch/Presentation training

Let's dive into this course so we can find your business idea!

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Task 1



Why Ideas Matter

Why do you want to start a business? Think about (and write) why you want to start a business. Be specific. Is it freedom, purpose, challenge, creativity? Knowing your “why” will guide every idea you explore.

Task 2

Where Do You Think Best?

Think about (and write) where your mind wanders. Find that place and build a little space into your week to do just that!

Task 3

Capture Every Idea

For 1 week (or longer) start an Idea Log. Using a notebook or a notes app, write down all the ideas that you think could be businesses.

Task 4



The Why Notebook

Write down all the things that bug/irritate you. Then you can go about asking yourself WHY things are done this way and what could be better. This can lead to new thinking for already existing products or services. Ideas live in frustrations.

Task 5

You Already Know Things

Turning the spotlight on you, what products and services do you know a lot about? What is easy for you but others struggle with? Explore both your professional and personal lives. Check out the list of skills in the Appendix at the end of this book.

Task 6

Borrow from Other Cultures

Some of the best business ideas come from seeing how people do things elsewhere. What have you seen in another country, culture, or online space that hasn't caught on in your area?

Task 7



What's in a Name?

Pick your favourite idea so far and give it a name. It can be fun, clever, or just descriptive. Don't overthink it. Naming your idea is the first step toward bringing it to life.

Task 8

Check the Market

Is your idea already out there? That can be a good sign. It means that there is a market available. What can you learn from analysing this product or service. Google it and see if there are reviews and what people are saying about it.

Task 9



Idea Filters: What it Takes

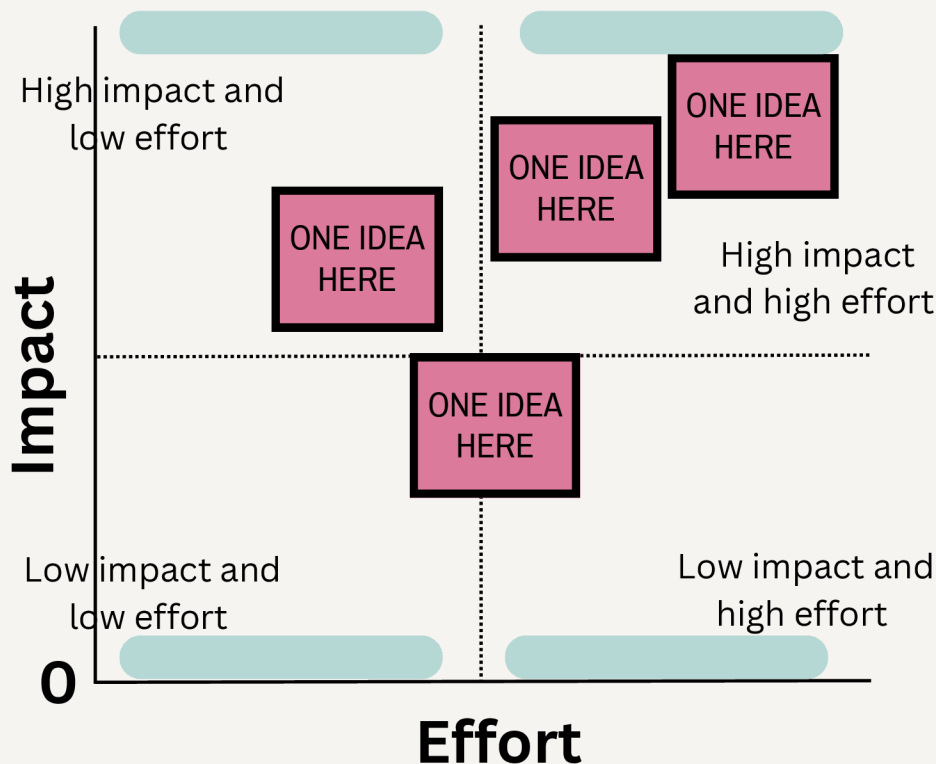
There are three good filters to use to find your idea: Time, Money, and Complexity. For each idea you are seriously thinking about ask yourself:

How long will it take to get this to market?

How expensive is it to start?

Can I do it alone or will I need help? (needing help isn't a impossible barrier, but it is important to figure out if it will stop you from achieving it)

Using a Prioritisation Matrix (see below) and using the the labels "Feasibility" and "Excitement" (or any others that you feel are important to you) as your X and Y axes, plot your ideas so far. You can label the quadrants with Do it, Don't do it, Maybe, Probably Not (or something like that).



Task 10



Be Different

One of the most powerful things is to ask yourself how you are different? How is your product or service different? Pick one idea that you are thinking about (or the one that you have chosen by now) and write down 3 competing solutions, what they do well, and what you would do better.

Task 11

Which Ideas Stick

Some ideas hold on more than others. They can pop back up in our minds at odd times and also many weeks or months later. Sometimes it feels like they just won't leave us alone! Your task is to review your idea notebook and highlight anything that keeps resurfacing. Which idea excites you?

Task 12

Reflection

Reflection is a great tool for understanding yourself. It is also important to clarify thoughts and moving forward. Here is where you think and write about what was surprising, interesting and what you learned during this process.

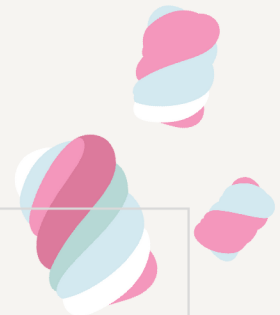
The Reveal



My Business Idea

Go into as much detail as you can regarding your business idea...

Skills



Soft/Power Skills

Communication skills Timekeeping Persuasion Leadership skills Motivation Ambition Negotiating Critical thinking Creative thinking Work ethic Collaboration Active listening Positive attitude Energy Enthusiasm Self-confidence Customer service Team Management	Friendliness Honesty Confidence Problem-solving Adaptability Conflict resolution Inspire people Mentoring Empathy Patience Cleanliness Cooperation Emotional Intelligence Influence Self-awareness Showmanship Diversity and disability awareness Accountability	Networking Multitasking Competitiveness Respectfulness Independence Perseverance Dependable Self-awareness Wit Persistence Trainable Public speaking Understanding body language Flexibility Supervisory skills Delegation Courtesy
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Hard Skills

Web development Microsoft office Data Analysis Financial planning Copywriting Project management Programming skills Social Media Marketing Bookkeeping Spoken languages Adobe Creative Cloud CRM platforms Research Data engineering Design Interviewing	Construction Content creation Storytelling Presentation skills Logistics Business development Market research Technical writing Affiliate marketing Editing Proposal writing Video production Auditing Carpentry Sales funnel management Coding languages	Plumbing Business etiquette Forecasting Data presentation Prototyping Systems administration Search Engine Optimisation Marketing strategy Lead generation Conversion optimization Link building DevOps User Interface Design Accessibility Diagnostics Google analytics
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Further Brainstorming

The thing that we need to understand about AI are its limitations. It can only regurgitate what others tell it. This is why it is so important for you to follow all these tasks BEFORE you start using AI. Nothing it gives you will be original. BUT it can help you to refine and give you new perspectives on what you feed it. So if you have a pretty good idea of what you want to do and what would make you excited and interested, GenAI can help you think deeper. But it absolutely cannot help you figure out what would excite you. So once you have settled on an idea, this is the time to feed that into AI if you want to use it to start going deeper. It can be a thought partner when you are stuck or curious. It may or may not have good ideas. You and (more importantly) your potential customers need to be the judge of that. But when you are ready you can give as much detailed information as you have and begin to ask it questions such as: What is one way to make this idea more unique? (remembering that “unique” can go in a lot of wrong directions). Think about the prompts carefully and analyse the results thoroughly.