

From Idea to Business



User Guide for IdeaConcept tool
Version 0.21

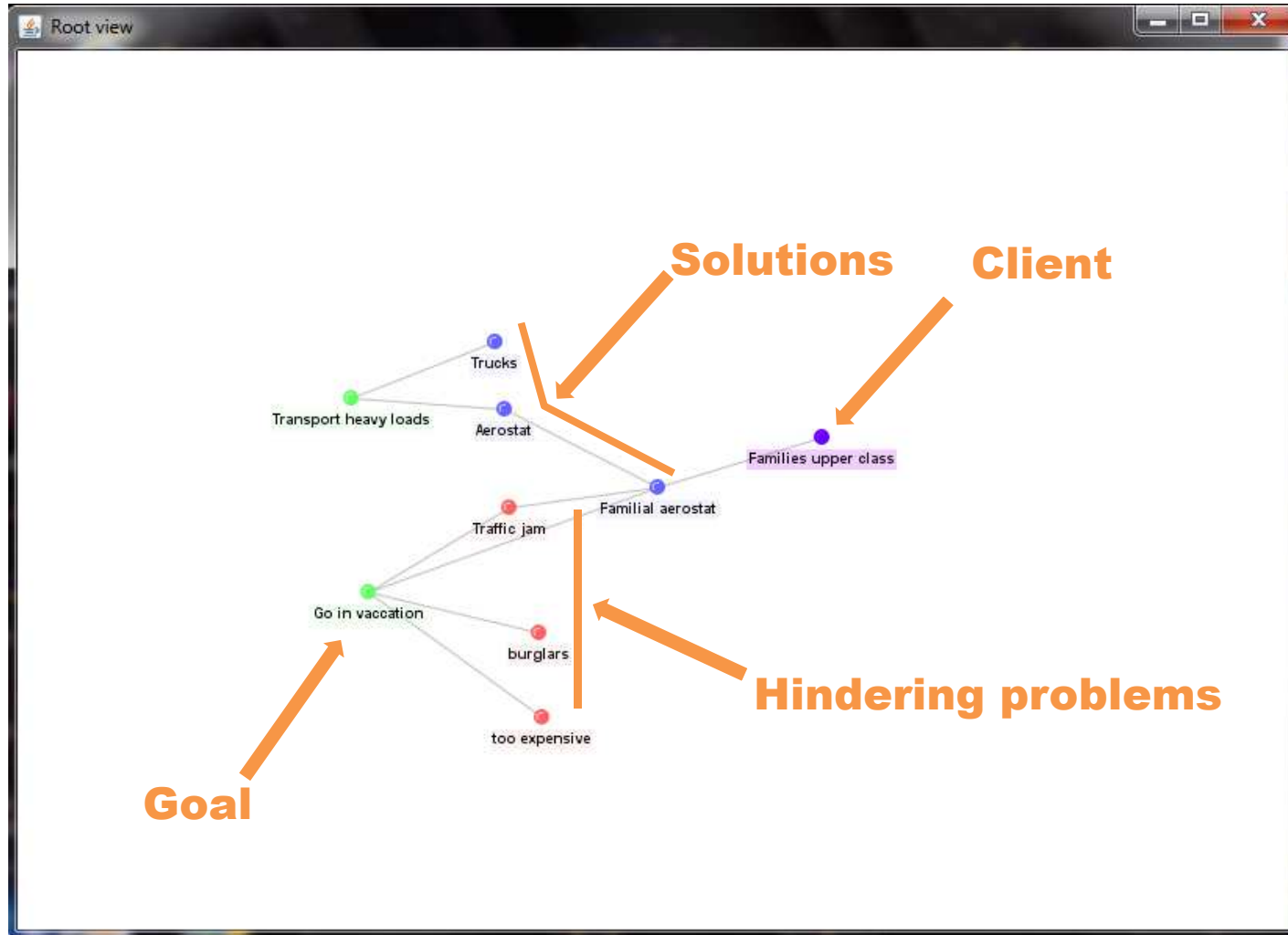
- Innovation requires:
 - Creativity
 - Thorough execution of a learning project
 - Validation of a business model
-

What can you do?

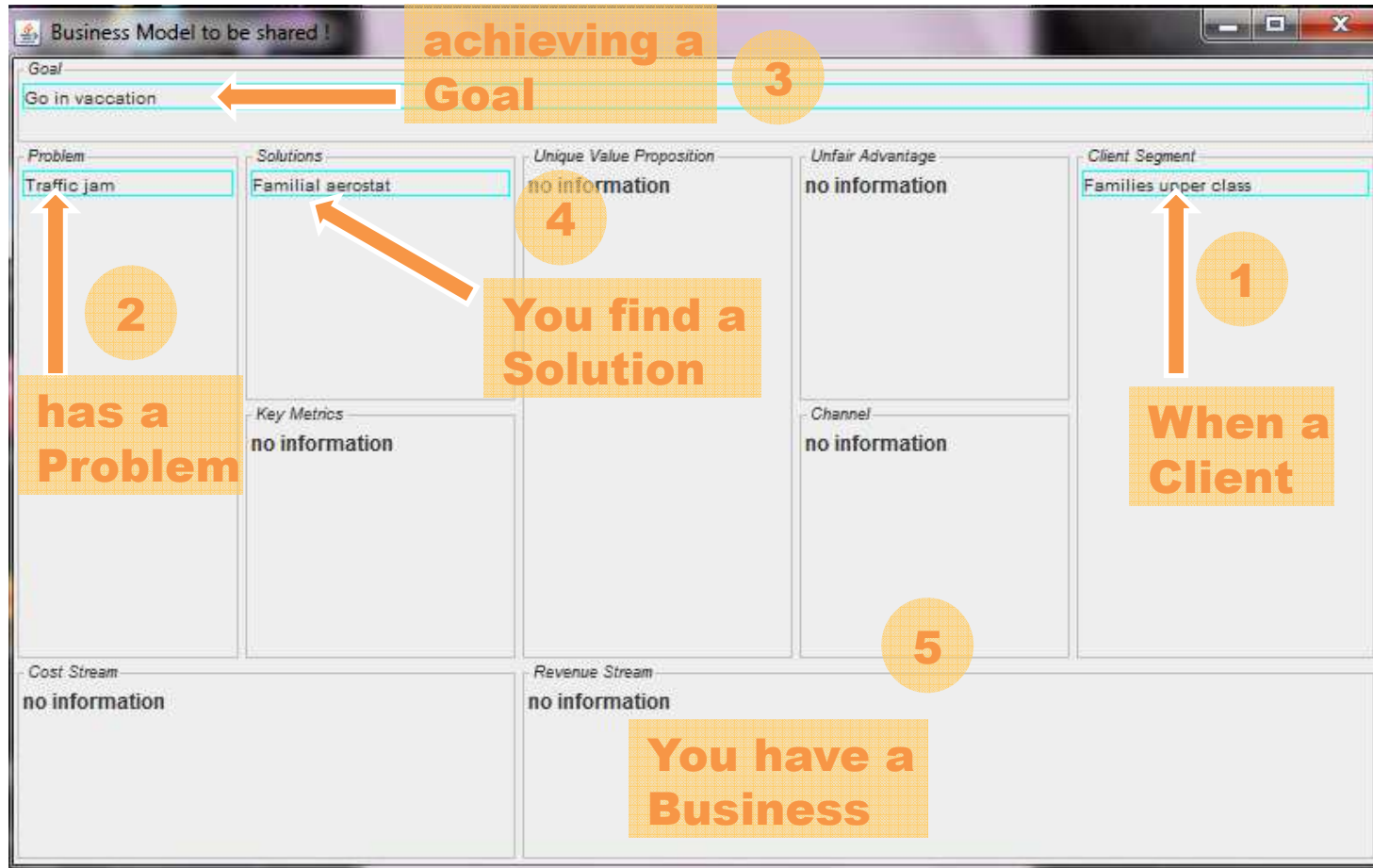


- Manage creativity around basic concepts
 - Goal
 - Problem
 - Solution
 - Link to business
 - Customer segment
 - Business Model
 - Manage business model validation in a lean canvas
 - Will help manage backlog for realization
-

What can you do?

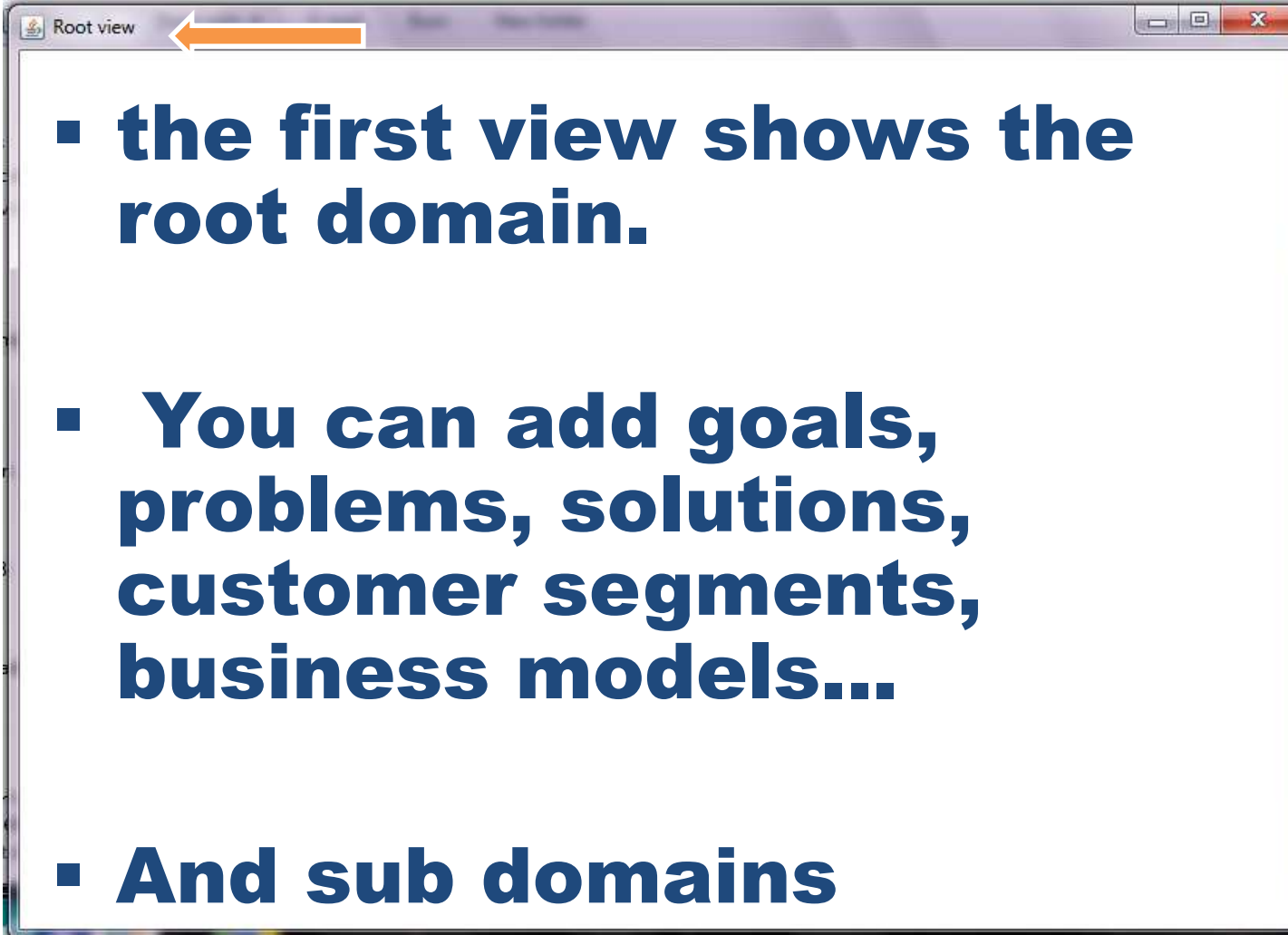


What can you do?



- Validate business model and establish a learning strategy

Root view

A screenshot of a software window titled "Root view". The window has a standard Windows-style title bar with minimize, maximize, and close buttons. An orange arrow points to the "Root view" text in the title bar. The main content area of the window contains three bullet points in bold blue text.

- **the first view shows the root domain.**
- **You can add goals, problems, solutions, customer segments, business models...**
- **And sub domains**

Add a goal



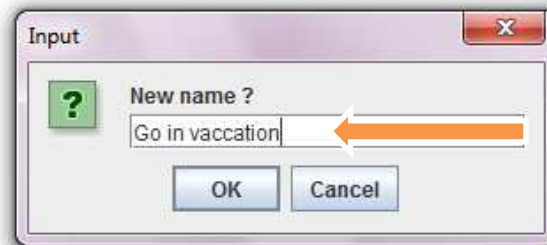
- **Click right to get pop up menu**
- **Choose 'New Goal'**



Set object name



- Add the goal name in the dialog box

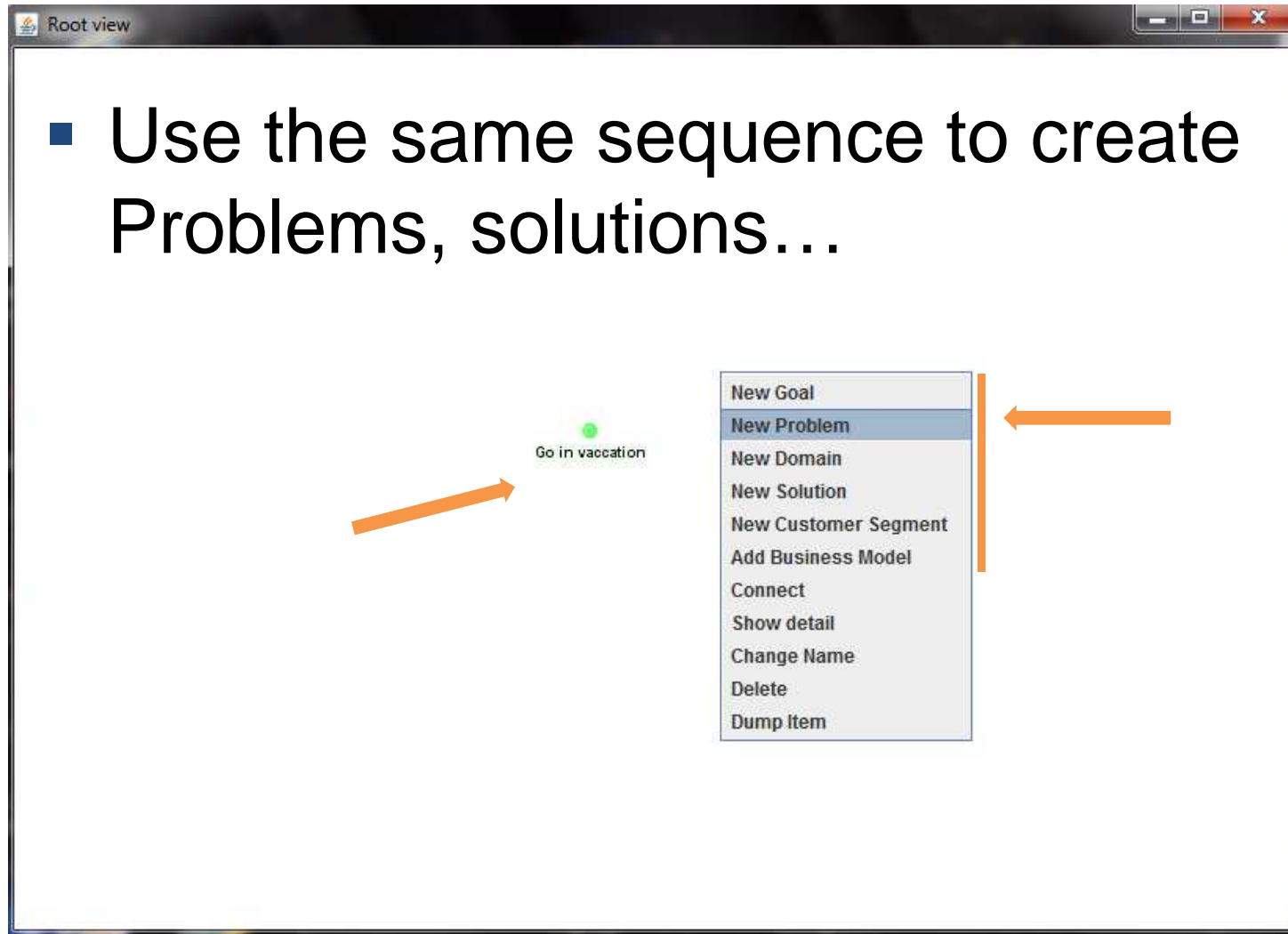


- And press OK or Enter

Create other elements



- Use the same sequence to create Problems, solutions...



Connect elements



Root view

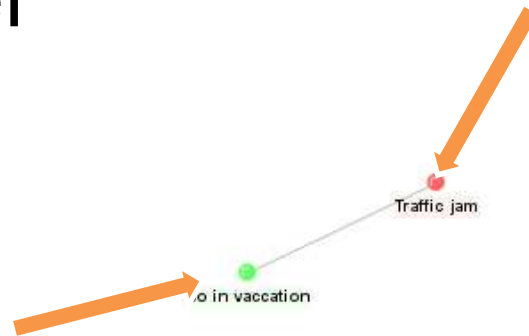
- Once created you can connect elements together

The screenshot shows a software interface with a window titled "Root view". Inside the window, there is a diagram with two elements: "Go in va" (with a green dot) and "Traffic jam" (with a red dot). A context menu is open over the "Go in va" element, listing several actions: "New Goal", "New Problem", "New Domain", "New Solution", "New Customer Segment", "Add Business Model", "Connect", "Show detail", "Change Name", "Delete", and "Dump Item". An orange arrow points to the "Connect" option in the menu.

Connected elements



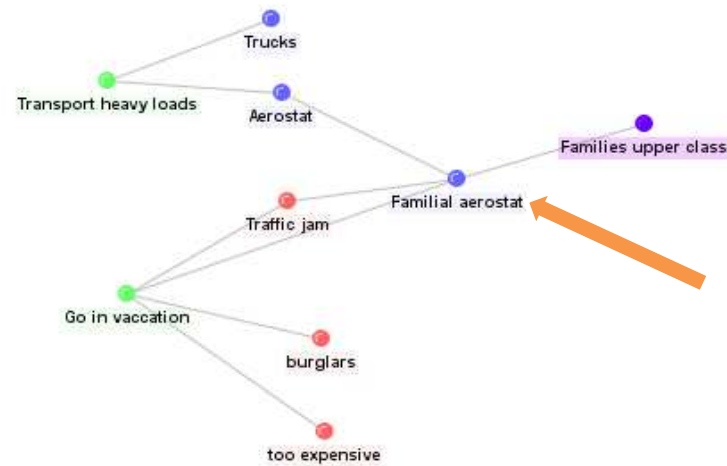
- Any type can be connected together



Networks



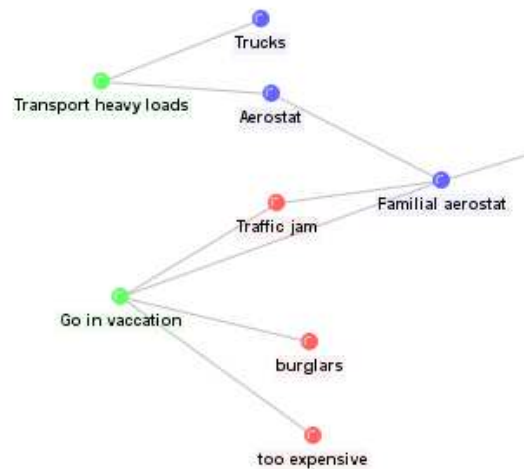
- You can build complex networks of ideas



Domains



- which means, we need a bit of organization like domains



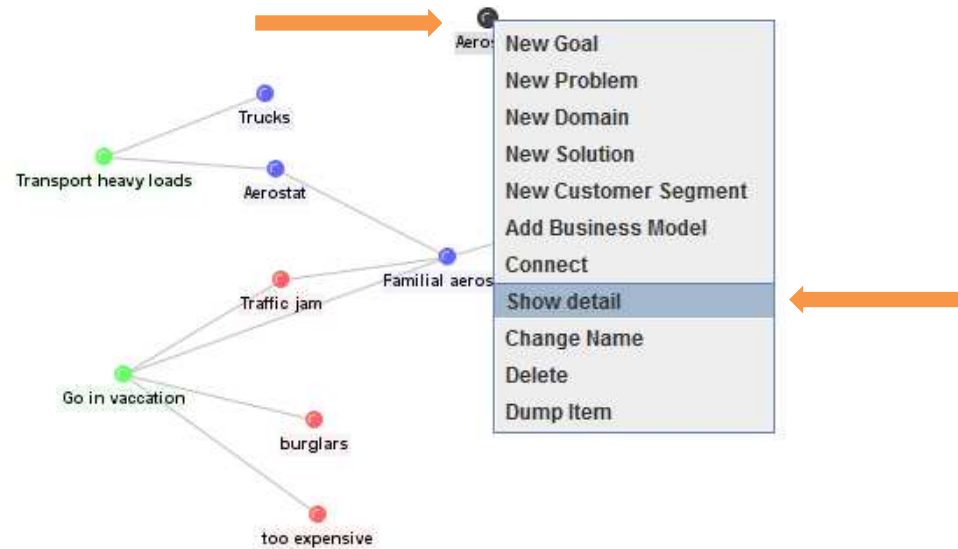
- New Goal
- New Problem
- New Domain**
- New Solution
- New Customer Segment
- Add Business Model
- Connect
- Show detail
- Change Name
- Delete
- Dump Item



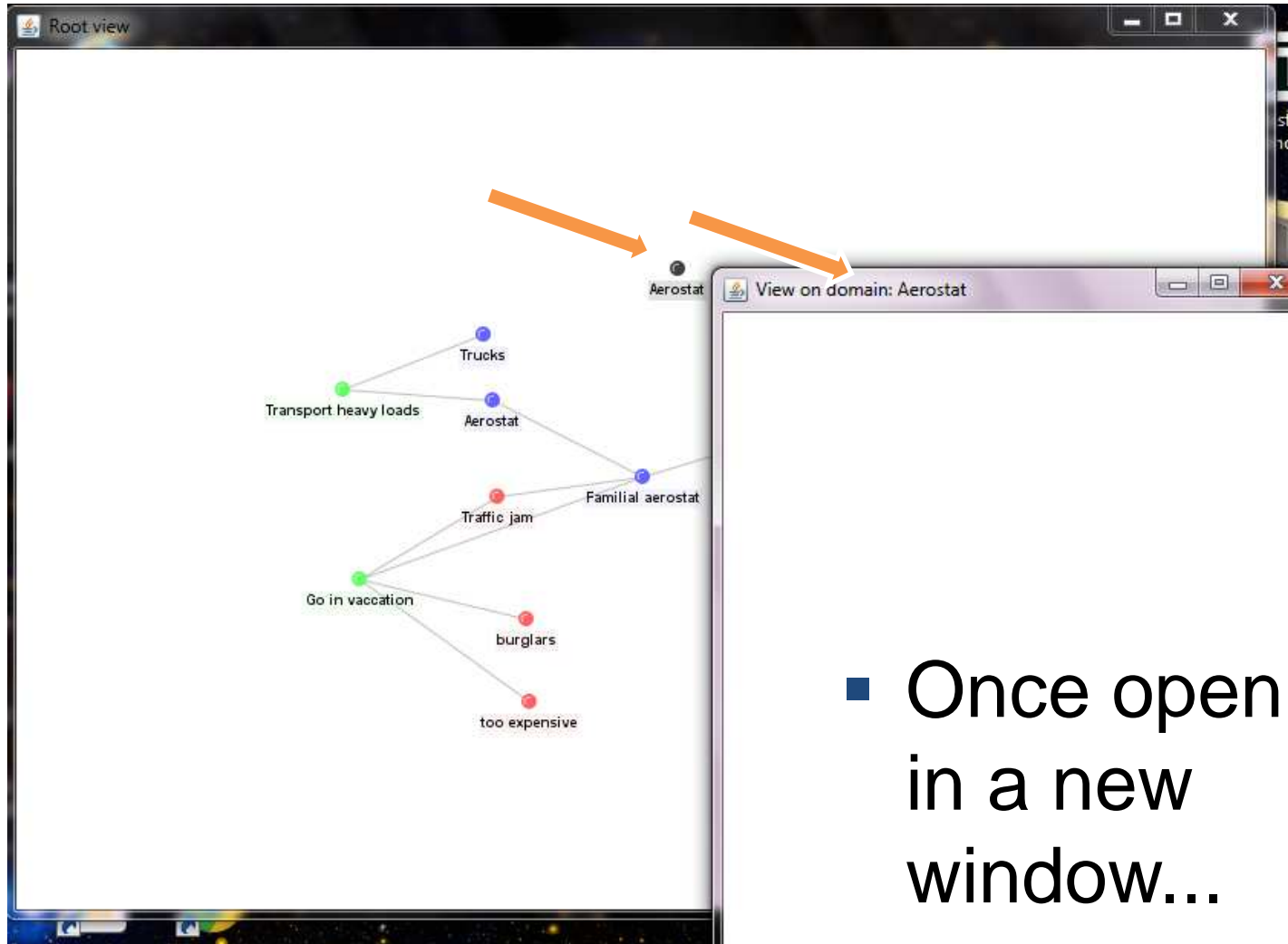
Inside domains



- ...you need to open the domain with 'show detail'



Each domain a window

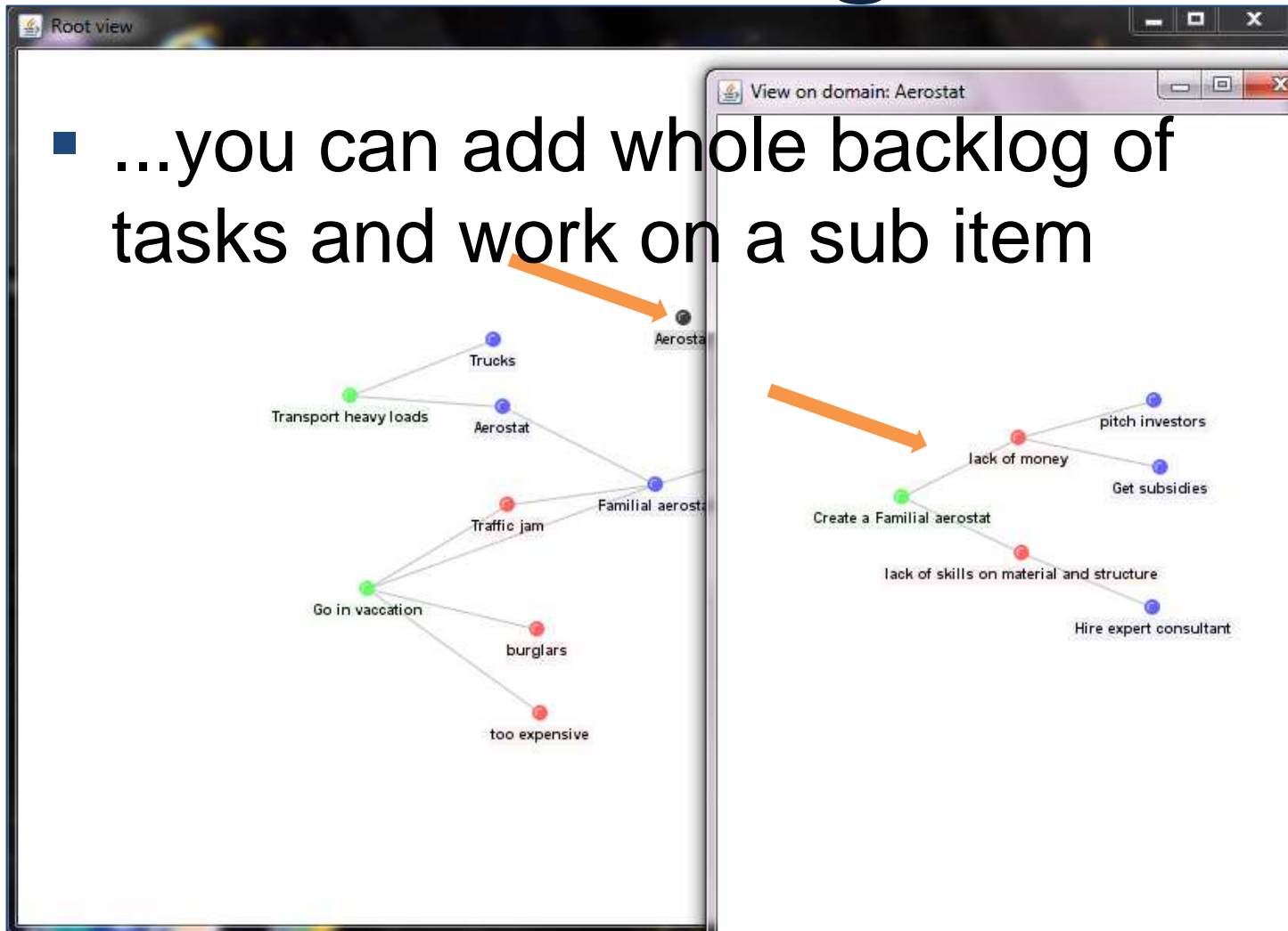


- Once open in a new window...

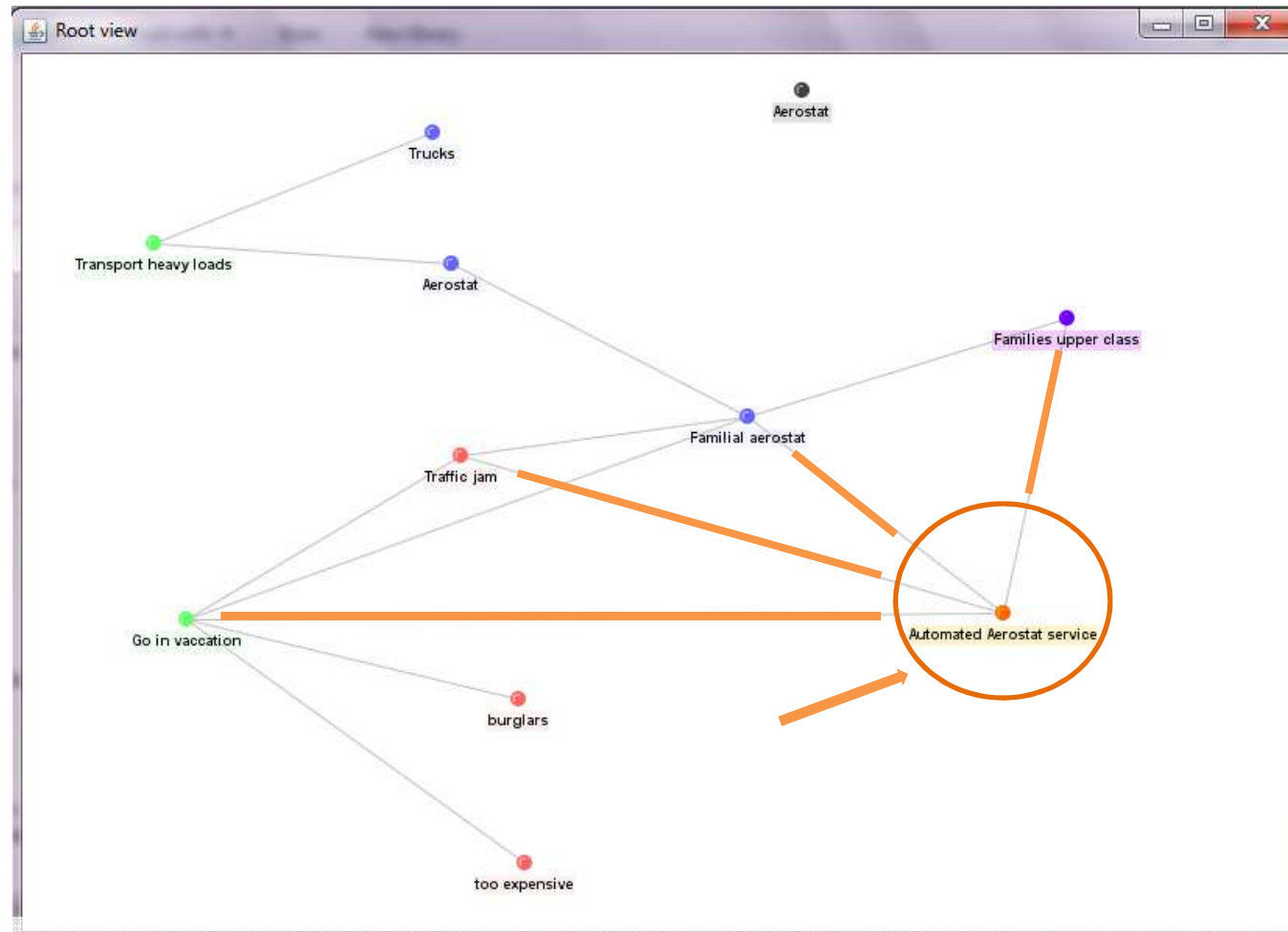
Filling domains



- ...you can add whole backlog of tasks and work on a sub item

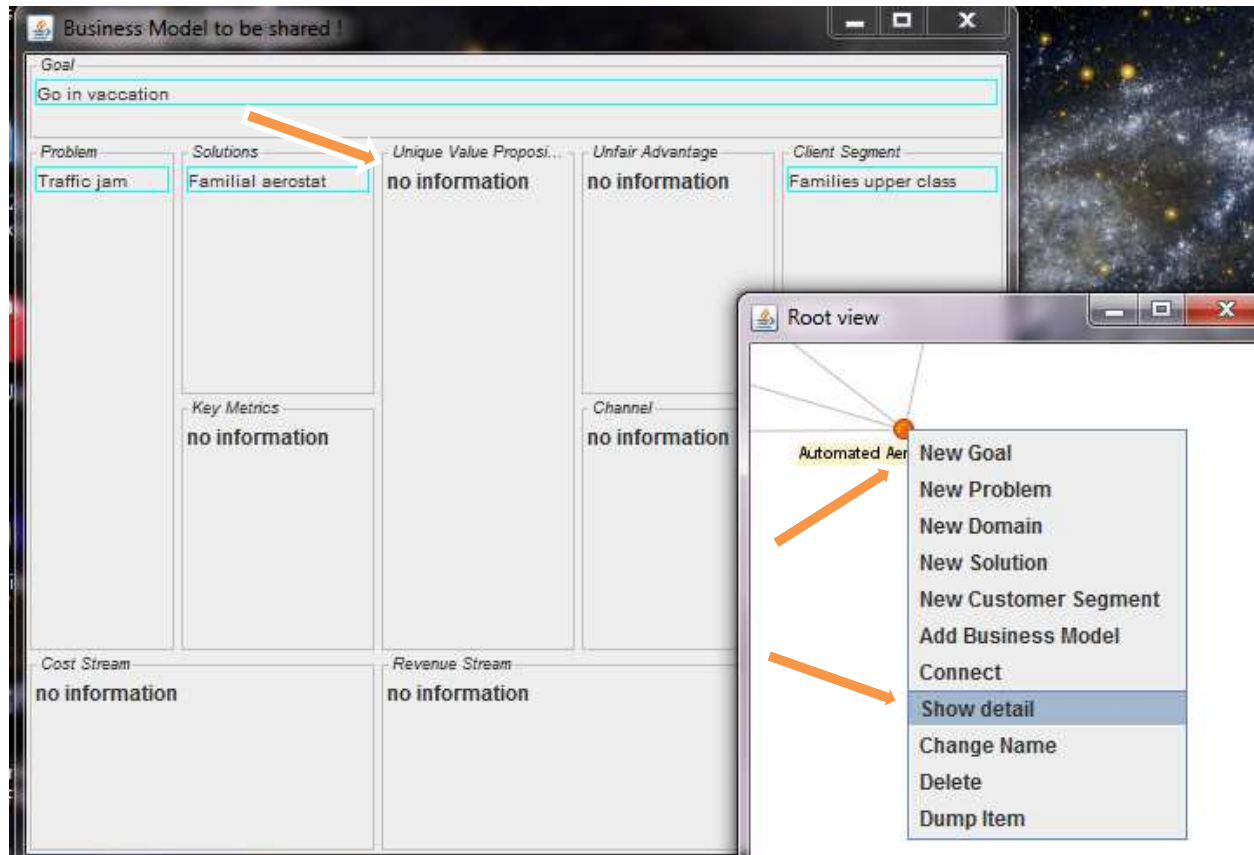


Business Model



- To manage monetization, business models connect the dots

Details for Business Models

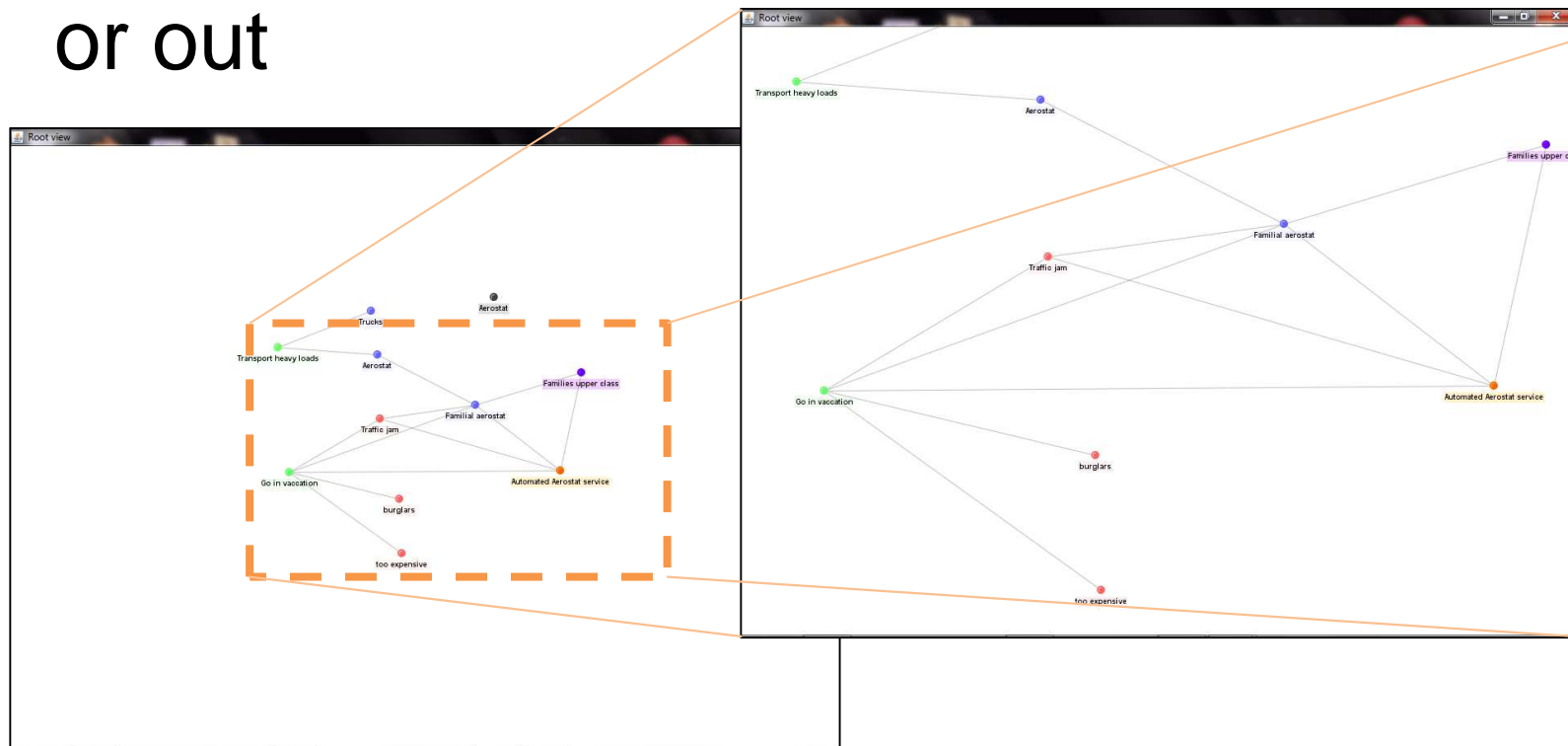


- A lean canvas helps you to steer your learning acquisition into your validated business model

Navigation



- Click and it turns to the center of the view
- Change the mouse wheel and it zooms in or out





ENJOY YOUR RIDE !

Send your comments to :
feedback@ideaversal.com