

# PROCESS OF CREATING IDEAS FOR ENTREPRENEURIAL PROJECTS

Managing ideas is useful to manage and develop an idea bank in a company, for this you can make use of your own methodologies or systems that provide an evaluation of the ideas that are generated and especially of the possibilities of success that can be achieved when implementing them.

Through the management of ideas, it seeks to develop both inside and outside the company, strategies that are related to knowledge and the opening of markets, which in turn lead to the management of innovation, which is defined as : “The organization and management of both human and financial resources, in order to increase the creation of new knowledge, the generation of technical ideas that allow obtaining new products, processes and services or improving existing ones, and the transfer of those same ideas to the production, distribution and use phases ”(Barrantes, Crespo and Arango. (2013). To make an organization competitive it must differentiate itself from the rest and it is through knowledge.

This is why managing innovation is a tool that contributes to the success and growth of the company, and for an innovation process to take place, it must offer positive results and present and future economic benefits, which is possible if generation is promoted. of ideas both from internal or external agents that propose feasible ideas that last over time.

The most feasible way of finding solutions to the problems of companies is through the use of procedures that allow teamwork and the use of resources such as intellectual property, ideas and people to achieve such ends.

There are various methods for creating ideas, among them are companies and innovation platforms that offer solutions to problems online, these methods offer certain advantages such as improving their innovative processes, leading innovation development on the right track, give support to entrepreneurship, contribute new ideas that can be carried out in projects, etc.

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To mention one case, the company Philips launched a contest called "the innovation open" which was created with the intention of obtaining more ideas for specific products, and launched a platform called "Simplyinnovate" with the intention of generating a large number of ideas in this platform, ideas were received from innovators outside the company, choosing the best ideas from the contestants, and offering cash prizes and products to the top places, in exchange for them.

## THE ORIGIN OF AN ENTREPRENEURIAL PROJECT

The emergence of a new company arises from the union of two elements: a person and a business idea, and it is from this that the entrepreneurial process begins.

Every business or company started as an idea, which must have had certain characteristics and elements that allowed it to be created. One of the characteristics that allows this idea to become a reality is that it has the possibility of starting a business that lasts.

There are cases in which businesses have a short life due to circumstances, for example fashions, that once the public loses their interest, it is no longer requested, or also for example when goods or services are marketed in situations of shortages, that can become a great business only at a specific time.

## CREATING THE INITIAL IDEA

As we already mentioned, any company project arises around an idea, after the detection of a business opportunity. For this idea to emerge and become an idea, certain factors must be determined:

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Repetition of other people's experiences: It is when the creation of new companies or businesses is carried out in times of economic expansion and this is obtained through:

- New business opportunities in markets with little supply, or of new creation, or of fast growth.
- Technical knowledge about specific markets or businesses.
- The experience of the next entrepreneur, who has already worked in another company and who intends to be independent.
- When you have the idea of an innovative product that can be successful in the market
- When it comes to simple businesses to operate, anyone can set up on their own.

## HOW TO IDENTIFY AN IDEA.

Have you ever thought of doing something that could end up creating a company? But, how to identify that it is really feasible and can develop? The first step is to identify or generate the idea, secondly it must be analyzed if that idea is really a business opportunity and finally, it is necessary to identify what to do once the opportunity has been identified.

## WHAT ATTRIBUTES SHOULD A BUSINESS IDEA POSSESS

For a proposed idea to be considered an entrepreneurial idea, it is necessary to have the following:

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Must be associated with product knowledge

There must be customers with the need for the product, and what values their satisfaction

It should be possible to take advantage of it in a timely manner

You must generate the desired income.

It must cause enthusiasm

It must represent something we can commit to

Must be ethical, permitted and legal

It is important to analyze if the idea meets the attributes, since the absence of one of these can put the final result at risk and the success that it could have, undertaking an idea is not something that is done randomly, it is necessary that time and energy are invested and an in-depth analysis is carried out to corroborate if it meets the aforementioned attributes.

On the other hand, there are also factors that can cause the failure of a business idea, these can be cultural (likes, trends, beliefs, etc.), environmental (temperature, rainfall, etc.), lack of resources to invest in development technological, and also the legal framework that a country has (for example copyright, taxes, prohibitions, regulations, etc.)

Referencia

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