

Assignment week 1:

Opportunity Generation and Effectuation vs Causation

Learning objectives

After completing this assignment you are able to:

- Apply creativity techniques in the generation of your business idea
- Go through a creative problem solving process
- Enhance your creativity skills

Supportive learning materials (obligatory):

- Web lectures:
 - Introduction to causation and effectuation
 - Birds in hand principle
 - Affordable loss principle
 - Crazy quilt principle
 - Lemonade principle
 - Opportunity Generation (discovery & creation)
 - The role of search in opportunity discovery
 - The role of prior knowledge in opportunity discovery
 - The role of prior knowledge in opportunity creation
 - Serendipity
 - Opportunity Generation & Effectuation/Causation
- Readings:
 - Handout PDF “27 creativity & innovation techniques explained”
 - Sarasvathy, 2001
 - Chapters 1 and 3 of the course handbook by Paul Burns

Assignment description

The objective of this assignment is to come up with an initial business idea to work on during the rest of the ‘Technology Entrepreneurship’ course. In doing so, you and your team members will need to prepare a problem before Friday 13th of November that you like to work on within the scope of this course.

In the workshop on Friday, you will learn how to go through a creative problem solving process and will apply the different creativity techniques you have studied to gradually come up with a business idea. For this business idea, focus on the problem you want to solve and how your idea will provide a solution to this problem.

Deliverables related to this assignment:

- Team-related deliverables: **deadline is 17th of November 2015**
 - A one page document about the Business Idea of your group containing:
 - A clear description of the problem you want to tackle with your business idea
 - How your product or service is going to address this problem
- Individual deliverable: **deadline is 20th of November 2015**
 - Reflection report:
 - First reflect on the effectual and causal approaches within the entrepreneurship field and discuss which approach you think fits you best.
 - What went well during this assignment? And what was your role in it?
 - What were the difficulties in the team and your individual behavior?
 - What parts of this assignment did you feel most and least comfortable with and why?
 - What did you learn about yourself during the execution of this assignment?
 - What are learning points for next assignments?
 - What did you learn during this assignment that could affect your behavior in a professional setting (either as an entrepreneur or employee of a company)?