



Planning a new venture – Identifying the new venture opportunity

Build on new venture idea

Expand on your new venture idea by creating as many thoughts as possible relating to it. The aim is not to come up with the best single business idea. The objective is to produce a large number of new, imaginative and innovative ideas. These can be discarded later, or built on to produce something creative and practical.

<i>IDEAS OF NEW PRODUCTS OR SERVICES (from Worksheet 3.2)</i>	<i>EXPAND ON IDEAS PUT FORWARD BY BRAINSTORMING</i>
1.	a. b. c. (etc.)
2.	a. b. c. (etc.)
3.	a. b. c. (etc.)