



Äriideede genereerimine

Jakob Saks, 2011



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minu eesmärk

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SISSEJUHATUS



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Kus kohast tavaliselt äriideed tulevad?

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- seotult senise tööga
- hobi või huviga seoses
- vastus küsimuse „Miks ei ole olemas...?“
- isiklik rahulolematus. vajakajäämine mõne toote või teenuse juures
- rahuldamata vajadus turul
- tehnoloogiline paremus
- uus viis vana asja kasutada

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Ei pea kohe superideega
välja tulema!

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Mis teeb ühe äriidee heaks?

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1. Selle järgi on vajadus
2. On olemas turg
3. Saab raha teenida

8

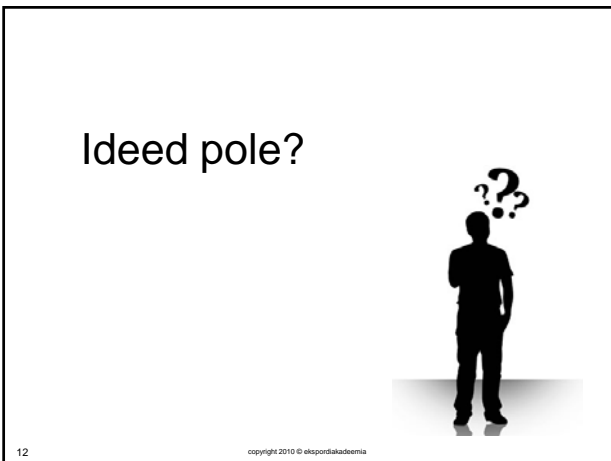
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Milles siis raskused on?

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MÕTTEVIIS





Kes on su sõbrad?

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NÄE **VÕIMALUSI**

mitte
takistusi



15

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“Nii on alati olnud!”



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Tee midagi

teisiti!!



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**VAJADUSTE MÄÄRATLEMINE
VS
VAJADUSTE LOOMINE**

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viimane mõte...

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10 IDEEDE ALLIKAT



allikas nr 1.

Mis sind härib? Millega rahul pole? Mille üle kaebad?



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**Oskused
ja
võimed**

allikas nr 2.

24

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allikas nr 3.

Mis su **hobid** on? Mille vastu on sul **kirg**?



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allikas nr 4.



Keera pea peale mõni stagneerunud ärimudel!

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allikas nr 5.
a.k.a. Medici efekt

Kombineeri erinevaid ideid!



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allikas nr 6.

TEE MIDAGI LIHTSAMAKS

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allikas nr 7.

impordi välismaalt!



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allikas nr 8.

LAHUTAMINE

(ehk strip)



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allikas nr 9.

JAGAMINE

(ehk *splittimine*)



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allikas nr 10.

JÕUDEAEG!!



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TÖÖRIISTAD



...aga esmalt näiteid!

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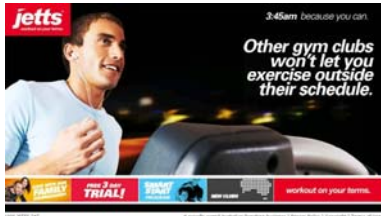
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enne...



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...ja nüüd



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enne...



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...ja nüüd



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enne...



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Tore!

...aga kuidas???

I tööriist

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Eelduste
ümberpööramine



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NIMETA 5 ISEENESEST
MÕISTETAVAT **EELDUST**

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Pööra pea peale need eeldused!

Mis oleks tulemus?

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II tööriist

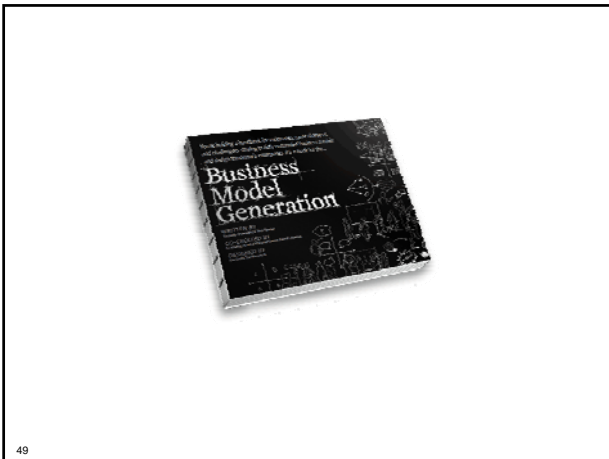
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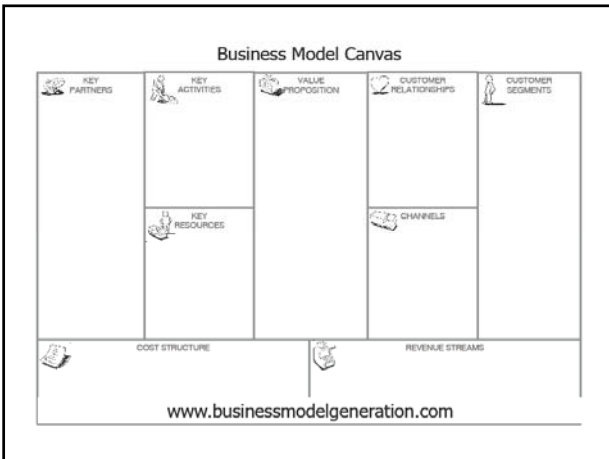
Alex
Osterwalder

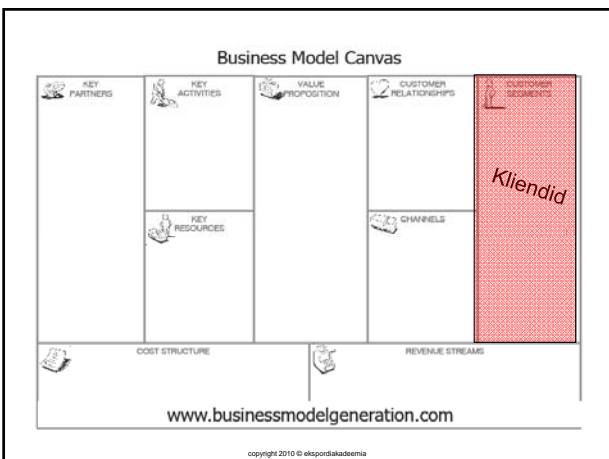


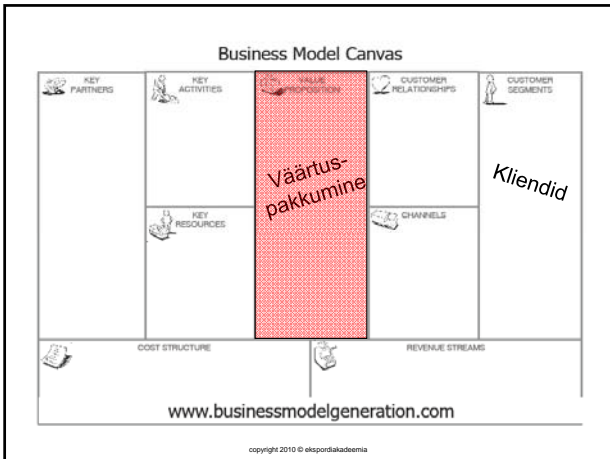
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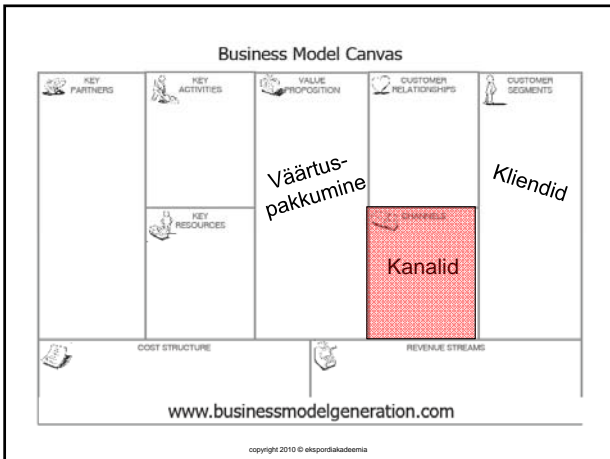


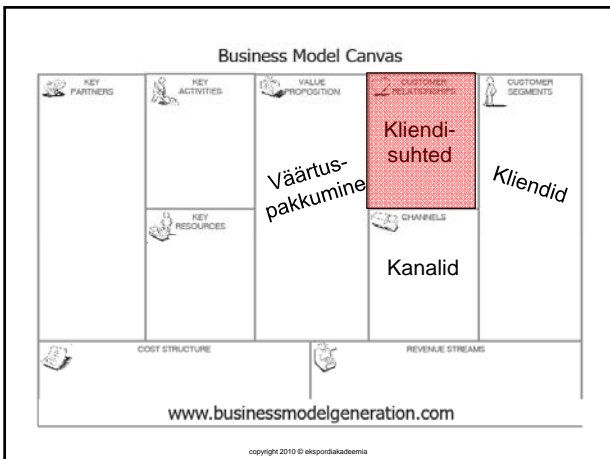
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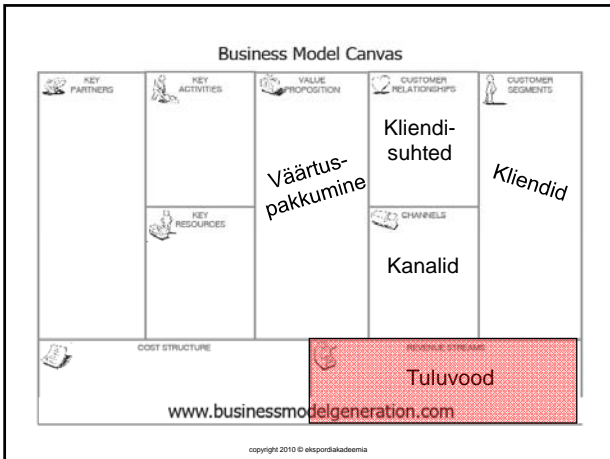


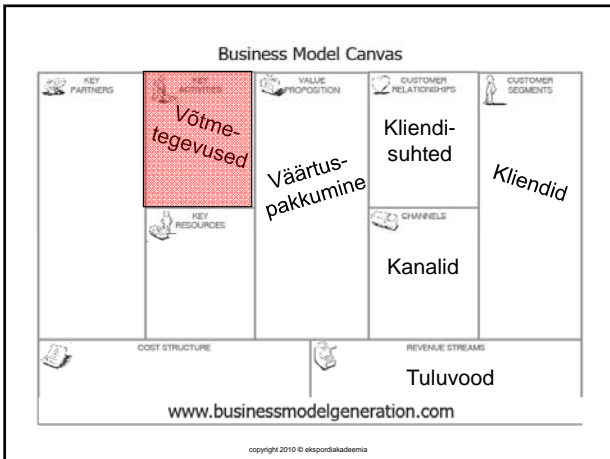


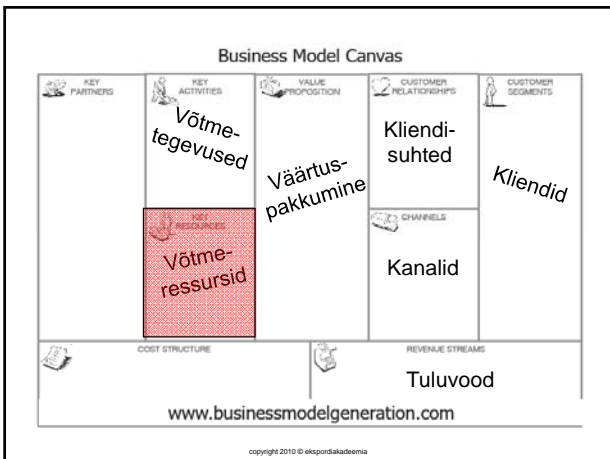


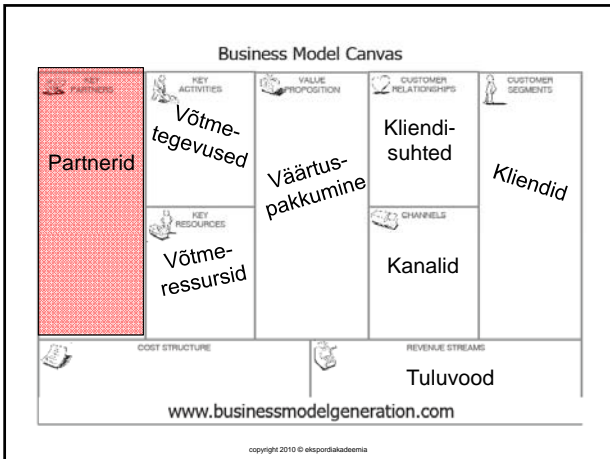


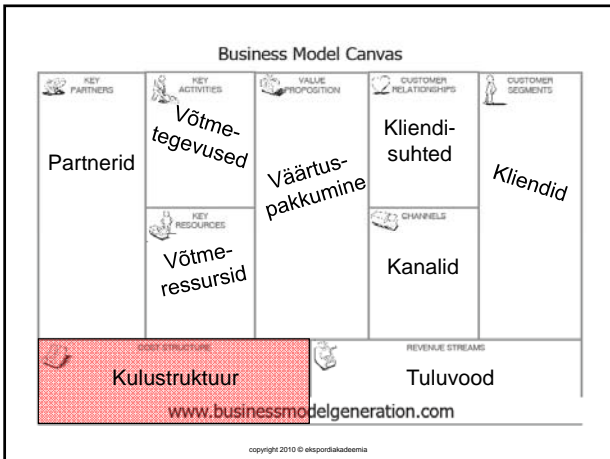




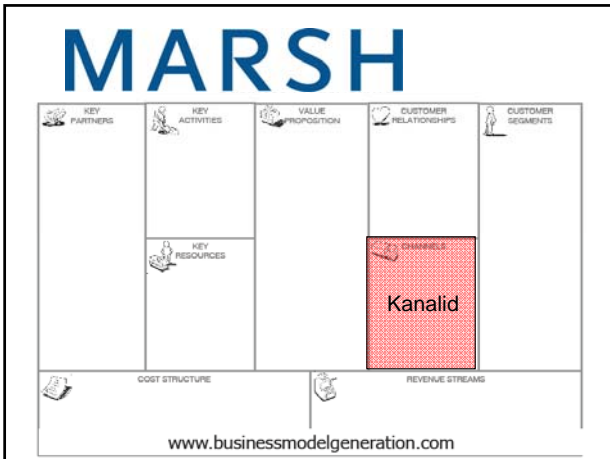


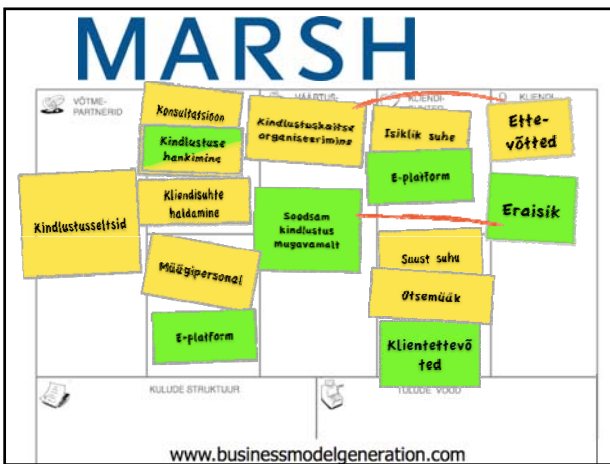


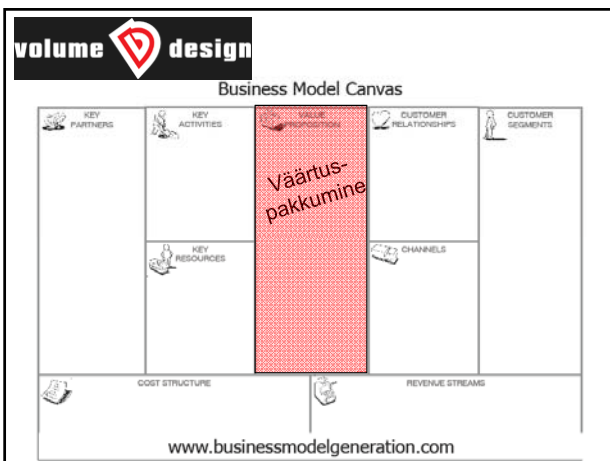




näiteid...





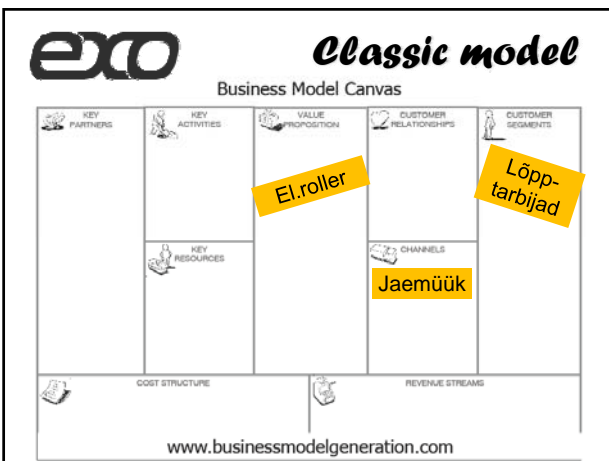


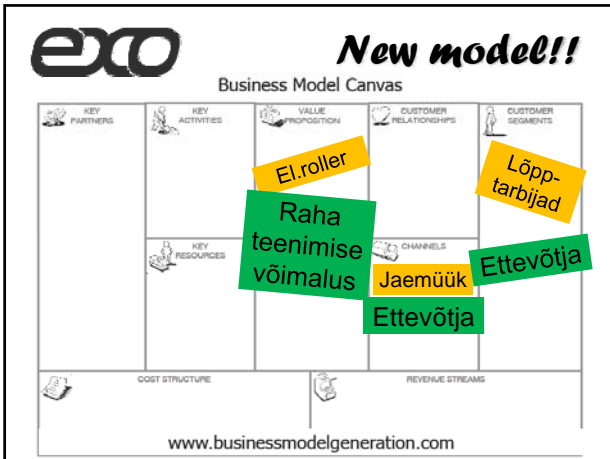




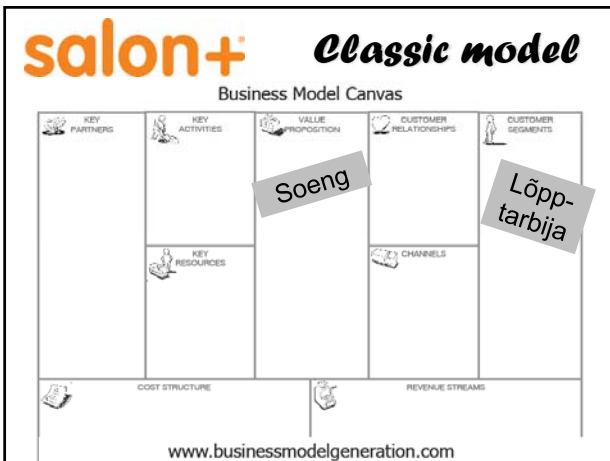
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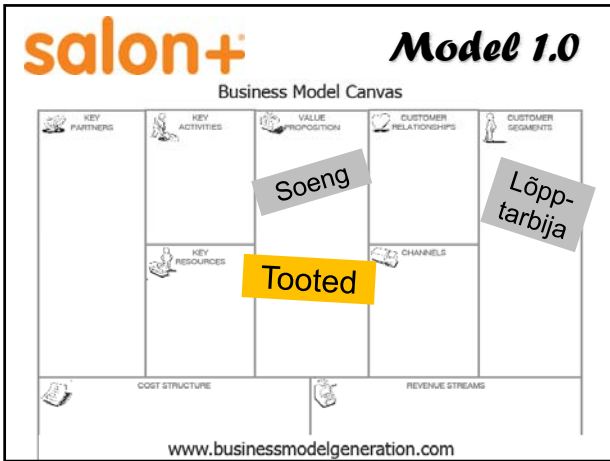
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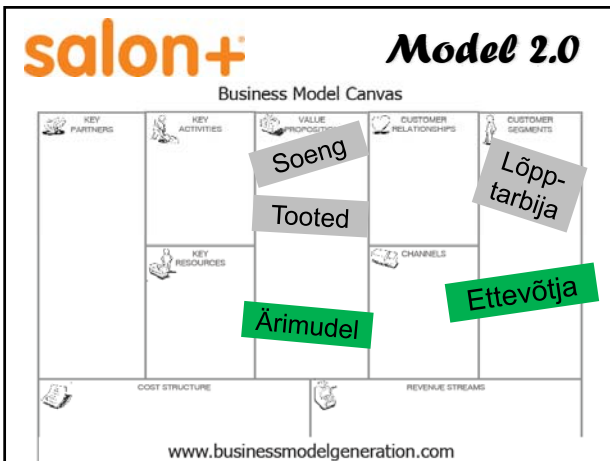


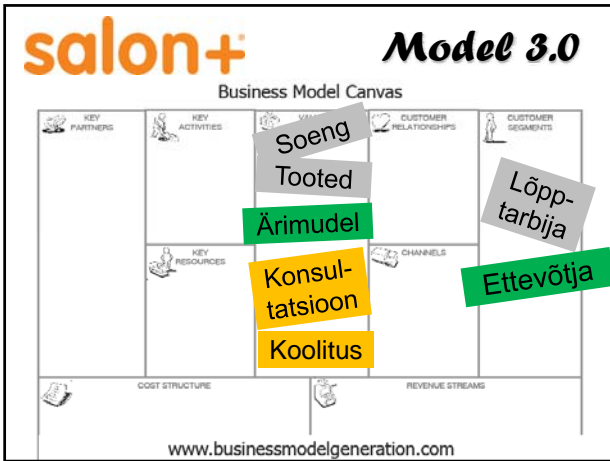


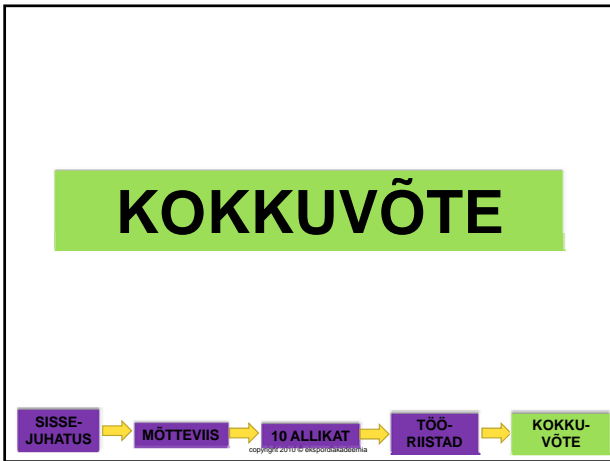


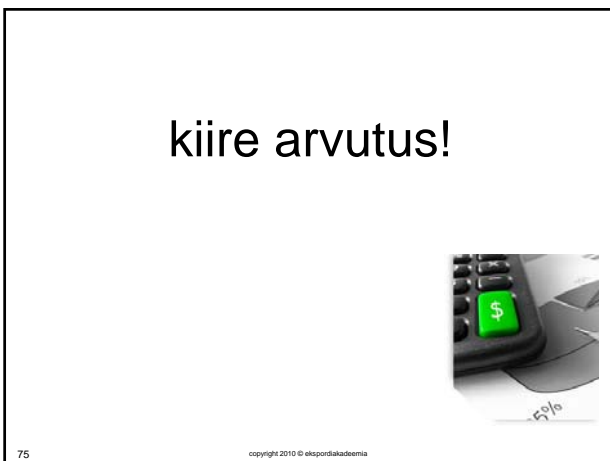












inspiratsiooniks...



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