



BUSINESS INCUBATION FOR ENTREPRENEURS

Business incubation refers to the process of supporting a new business to grow, often providing consultation, advice, and resources to help develop an idea into an effective and successful business.

Accelerators that support established businesses to accelerate growth and add value quickly within a tighter time frame



BUSINESS IDEATION



Business Ideation

Business Ideation starts by exploring oneself and the market, such as their preferences, skills, and current trends, and then brainstorming. Create a difference and clearly define the target group before developing a business plan that covers the operation. Finance and Marketing

Meaning

Business Ideation It is a systematic process of brainstorming and creating new ideas to find business opportunities. Solve problems (pain points) or create product/service innovations using various techniques such as brainstorming and SCAMPER to select the best ideas to develop into a business plan that is practical and meets the needs of the market.

Key Elements of Business Ideation

- ❖ Exploration: Analyze current preferences, skills, and trends.
- ❖ Brainstorming: Finding solutions to a variety of problems without limiting ideas.
- ❖ Selection: Evaluate ideas based on possibilities. Impact and Rewards
- ❖ Targeting (Targeting): Clearly identify the target audience

Benefits of Business Ideation

- ❖ Helping organizations innovate and adapt to a rapidly changing world.
- ❖ Solve complex problems and create a competitive advantage.
- ❖ Unique Value Proposition

Source of ideas

- ❖ Explore everyday problems
- ❖ It starts with passion and personal skills. Hobby or job that you are good at to become a business.
- ❖ Trend Analysis Follow the trend of popularity and consumer behavior. To find opportunities that no one else has done yet.
- ❖ Study competitors and develop better products or services

Ideation Techniques

❖ Brainstorming

❖ SCAMPER

❖ 5 Whys

Brainstorming

Brainstorming is a technique used to generate new ideas or solutions to problems, giving group members full freedom to present their ideas in order to achieve the greatest possible amount of ideas. before selecting and developing further

Brainstorming methods

- Classic Brainstorming
- Technique Brainwriting
- Technique Mind Mapping
- Technique Step-ladder
- Reverse Brainstorming

SCAMPER Technique

SCAMPER technique is a creative thinking technique to solve problems and create innovation. The question was based on seven abbreviated words: Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Reverse.

SCAMPER Composition

- S - Substitute: Acquiring new materials, processes, or elements
- C - Combine: Bringing two things together to create a product or service.
- A - Adapt: Adapting existing things to new situations or formats.
- M - Modify: Modification of the appearance or size of the product to be different.
- P - Put to Another Use: Recycling of waste items or materials for new purposes.
- E - Eliminate: Removing unnecessary parts to make the product or service easier.
- R - Reverse (Reverse): Reversing the direction or order of the same things, such as selling in front of the store.

5 Whys Technique

The 5 Whys technique is to analyze a problem by asking "why" questions at least 5 times to find the root cause of the problem, starting with the problem, then asking the "why" with each answer to delve into the root cause and find a sustainable solution

Principles and methods

- ❖ Identify the problem clearly: Clearly define the problem you want to solve first.
- ❖ Ask the 1st "Why": Ask, "Why is this problem happening?"
- ❖ Next "Why" Question: Use the answers from the previous questions to set up a 5-fold question.
- ❖ Find the root cause
- ❖ Find solutions at the root cause to prevent the problem from recurring.

Examples of using the 5 Whys technique

- ❑ Problem: Sales drop
- ❑ Why are sales falling? → Customers don't come back to buy again.
- ❑ Why don't customers come back for repeat purchases? → The customer is not satisfied with the product claimed.
- ❑ Why not be satisfied with the claim? → I have to wait for a very long time.
- ❑ Why wait so long? → No Claim Tracking System
- ❑ Why is there no tracking system? → There has never been a standardized claims management system.
- ❑ Result: The real problem is not just advertising or discounting, but "the lack

Initial Idea Evaluation

- Can the idea be explained to others in an easy way to understand: A good idea should have a clear goal and be easy to communicate.
- What does this idea solve and who is the customer: There must be a clear customer and the idea must be able to meet their needs.
- Is there a real market demand: The idea needs to have the potential to be profitable and in demand in the market, not just something you're excited about.
- How it differs from the competition: The idea must have strengths that make it stand out from the competition in the market

Business Ideation (Example)

Healthy Hub – Grab & Go Healthy Drinks

Problem Identification

People who work or study in urban areas often lack access to affordable and convenient healthy drinks. Most available beverages are high in sugar and lack nutritional value.

Examples of problems

- ❖ **Ordinary drinks are high in sugar.**
- ❖ **There is no time to make your own health drinks.**
- ❖ **Health shops are expensive and difficult to access.**

Business Idea / Solution

Healthy Hub provides ready-to-drink healthy beverages with low sugar, natural ingredients, and affordable prices, designed for busy people.

- ❖ **Business Concept**
- ❖ **Healthy Drinks**
- ❖ **Use natural raw materials.**
- ❖ **Affordable pricing**
- ❖ **Convenient Purchase (Storefront + Delivery)**

Target Customers

- ❖ Office workers (age 22–45)
- ❖ University students
- ❖ Health-conscious consumers

Value Proposition

“Healthy drinks made simple, affordable, and accessible for everyday life.”

Product / Service Concept

- ❖ Cold-pressed juice
- ❖ Low-sugar smoothies
- ❖ Herbal tea & functional drinks

Market Opportunity

- ❖ Growing health-conscious lifestyle trend
- ❖ Increasing demand for healthy food and beverages
- ❖ Expansion of food delivery platforms

Competitive Advantage

- ❖ Lower price than premium health cafés
- ❖ Fast service (Grab & Go)
- ❖ Flexible delivery channel

Revenue Model

- ❖ Direct sales (per cup/bottle)
- ❖ Membership packages
- ❖ Online delivery sales

Feasibility (Initial Assessment)

- ❖ Startup cost: Medium
- ❖ Operational complexity: Low–Medium
- ❖ Market demand: High

Expected Outcome

- ❖ Launch pilot store
- ❖ Test market response
- ❖ Expand product line based on customer feedback

Business Ideation Template

Business Idea Title

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Problem Identification

- ❖ What problem does your business solve?
- ❖ Who experiences this problem?
- ❖ Why is it important?

Proposed Solution / Business Idea

- ❖ Describe your business idea
- ❖ How does it solve the problem?

Target Customers

- ❖ Age:
- ❖ Occupation:
- ❖ Lifestyle / Behavior:

Value Proposition

- ❖ What value do you offer to customers?
- ❖ Why will customers choose you?

Product / Service Description

- ❖ Main products/services
- ❖ Key features

Market Opportunity

- ❖ Market trend
- ❖ Customer demand
- ❖ Industry growth

Competitive Advantage

- ❖ What makes your business different?
- ❖ Strengths compared to competitors

Revenue Model

- ❖ How will the business generate income?
- ❖ Pricing approach

Feasibility Assessment

Aspect	Low	Medium	High
❖ Startup Cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
❖ Market Demand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
❖ Operational Complexity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Expected Business Outcomes

❖ Short-term goals

❖ Long-term goals

Next Step

- ❖ Market research
- ❖ Prototype development
- ❖ Business plan writing

End of lecture

BUSINESS PLAN



Meaning

Business Plan refers to a document that outlines the goals. Vision, strategy, and various operational plans of the business to be like a "map" to lead the business to success. The business plan will cover everything from market analysis. Finance Marketing and management to guide decision-making. Request for investment and measure performance

A business plan is a written document that outlines the entire business to outline the goals and strategies for running the business to achieve those goals. A business plan is like a roadmap that helps business owners and their teams see a clear direction. From the beginning to sustainable growth

A business plan refers to a compass that shows the direction in which direction to walk as well as the steps to take on how to achieve your goal. Business entrepreneurs: The need to know and understand well. A business plan is a collection of ideas. Analysis, strategic planning How to do it The audit is prepared into a business plan to be used as a guide for management and planning of business operations in a directional manner

Business Plan Writing Ideas

- Business Idea
- Analysis and planning
- Presentation

Business Idea

- Business Overview: Describe an overview of the business, what it sells, and its structure.
- Goal: Set clear and measurable goals, such as sales or market growth.
- Strategy: Plan a strategy that will help achieve your goals

Analysis and planning

- Market and Competitor Analysis: Understand the market, customer segments, and competitors
- SWOT Analysis: Assess the strengths, weaknesses, opportunities, and obstacles of the business.
- Marketing and sales plan: Determine how to reach potential customers and how to generate sales.
- Implementation plan: Specify methodology, resources, budget, and implementation timeline.
- Financial Planning: Manage investments, funding, revenue, costs, and profits.
- HR plan: Chart the organization and identify the necessary skills.
- Contingency Plan: Prepare a plan to deal with unexpected situations

Presentation

- Executive Summary: Summarizes the entire plan on 1-2 first pages so that readers can quickly understand the overview.
- Step-by-step writing: If you find it difficult to write an entire plan, start writing it one section at a time first

Elements of a business plan

1. Cover
2. Table of Contents
3. Part 1 Executive Summary
4. Part 2 Business Overview
5. Part 3 Business Information, Products,
and Services
6. Part 4 Marketing Plan
7. Part 5 Action Plan
8. Part 6 Product Development Plan
9. Part 7 Organizational and Management Plan
10. Section 8 Financial Plan
11. Section 9 Risk Analysis

Details of the business plan

Cover...

- It has the name, address, and LOGO of the business.
- Name and Address Operator's phone number

Table of Contents...

- There should be a main topic and a topic to try completely.
- Use it to search for information and select Local View instead of reading it all.
- It is an important component of a business plan

Part 1 Executive Summary

It is a summary of the content of the entire plan, it should not exceed 2 pages. The content of this chapter includes:

- Company/Project Name
- What is the current state of the business as a whole?
- Business Opportunities and Marketing Opportunities
- Ideas about the products and services that the business is doing

Target Customers / Operational Strategy / Advantage In the competition

Financial Information Management Team

Part 2 Business Overview

It provides an overview of the business, customers, and competition.

- What is the structure of the market?
- How much is the need and response? Balanced?
- Market Size Display monetary value
- Key Business Trends
- How large is the number of entrepreneurs?
- Competitive Conditions / Competitive Analysis / Advantage Analysis, opportunities, obstacles, strengths, and weaknesses Determinants of success

Part 3 Business Information, Products, and Services

- Origin of the Venture / Project (Motivation)
- Vision, Mission, Objectives and Goals of the Business
- Information and details of products and services
- Advantages of products and services

Part 4 Marketing Plan

- Market entry strategy Customer Reach
- Target audience
- Product pricing
- Distribution
- Sales estimation
- Advertising and Public Relations

Part 5 Action Plan

- Scope of Implementation Procurement, Production, Delivery Operation Area
- Supplier
- Comparison with competitors

Part 6 Product Development Plan

How is product development?

Timeframe and Budget for Product Development

Part 7 Organizational and Management Plan

- Form of affairs
- Organizational Layout
- Management Team
- Employees

Part 8 Financial Plan

- Investment and Financial Conditions
- Estimate investment and implementation costs
- Revenue Estimates
- Break-even point, payback period, return on investment

Section 9 Risk Analysis

- Operational risks, such as people/production risks.
- Industrial risks such as price cuts, invention of new products, etc.
- Financial risks such as interest rates, exchange rates,
- Political risks such as political instability, change of government,

End of lecture