

# HOW MUCH CREATIVE POTENTIAL IS IN YOU?

[www.youngentrepreneursinscience.com](http://www.youngentrepreneursinscience.com)

For PhDs  
& Postdocs  
of all  
disciplines

Online Workshop • 03.01.2022 • 3.15 – 5.45 pm

## FROM RESEARCH TO IDEATION

with  
Potsdam Transfer

### Unlock your creative ideas!

You have been working on your research for a while, but haven't figured out how to translate it into a business idea? Or maybe you have many ideas and cannot decide which one to follow? On the basis of the Design Thinking methodology you will try out different ideation techniques. You will learn what makes a good idea and how to prepare it for testing.

### How to apply

Admission is free and no previous knowledge is required. Register until 22.12.2021 via the link:

<https://falling-walls.com/yes/workshop/from-research-to-ideation-uni-potsdam-03-01-2022/apply/>

### Workshop Agenda

- Input: The Ideation Process and Problem-Solution-Fit
- Exercise: Brainstorming methods and decision making: What makes a good product/service/business idea?
- Play: Unlock your creative ideas!

### Workshop Goals

- Understanding the principles and stages of a user-centred innovation process
- Generating ideas based on brainstorming techniques
- Discovering options for idea selection

### Questions?

Check our [FAQ's](#) or mail us: [workshops@falling-walls.com](mailto:workshops@falling-walls.com)

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