Think Like A Technopreneur

Alvin Teh

Founder, OneSolved

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Think

How Is Your Thinking?

Often lacks constructive energy

No design

Positions people as adversaries

Action Thinking

Empowers you and teams

Improves communication

Reduces conflict and friction, resolves specific issues
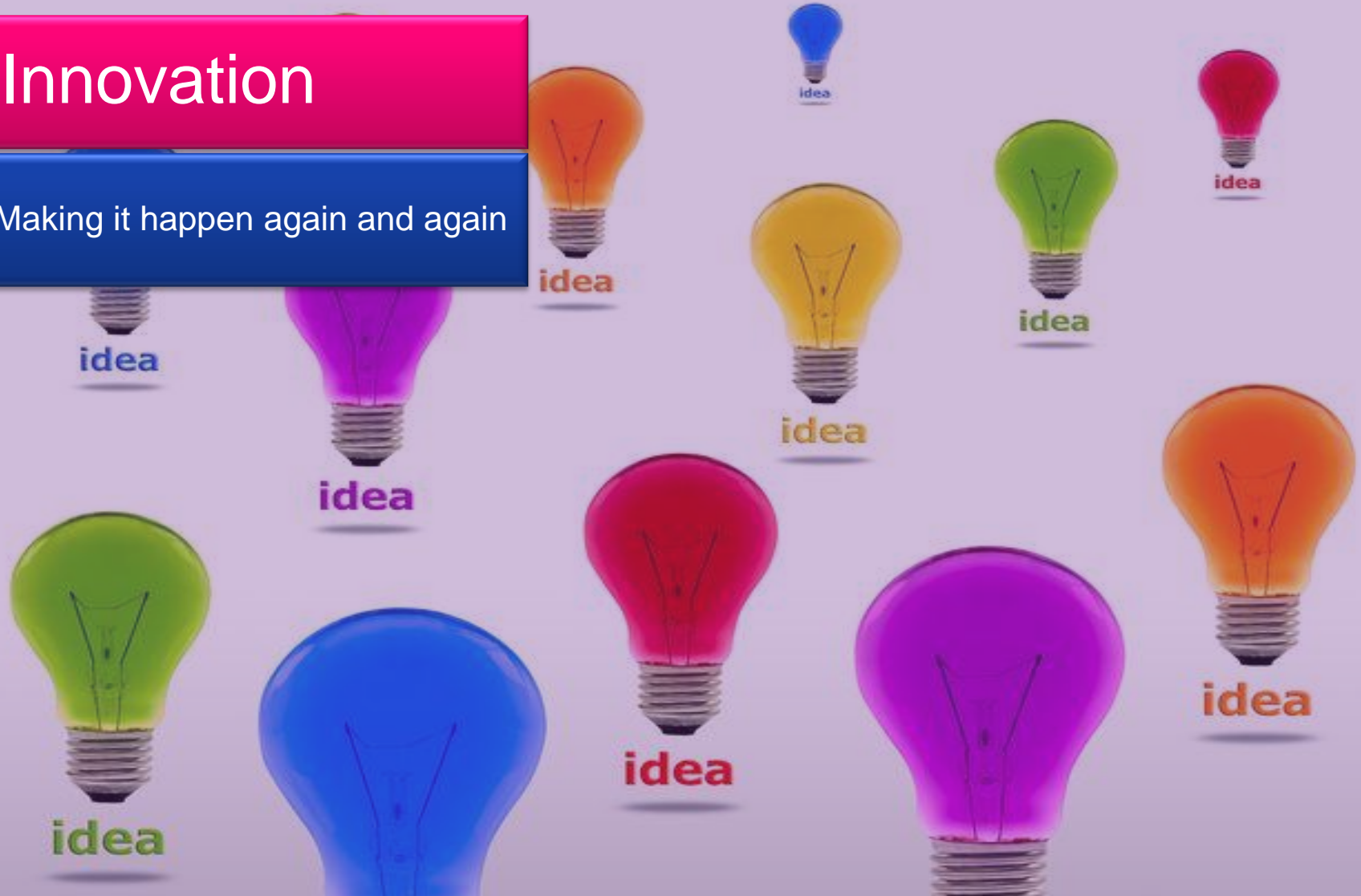
You become more innovative and creative

Supports change

Thinking in Action!

Innovation

Making it happen again and again

Thinking and Effort
Four powerful influences – which do you think is the most powerful?
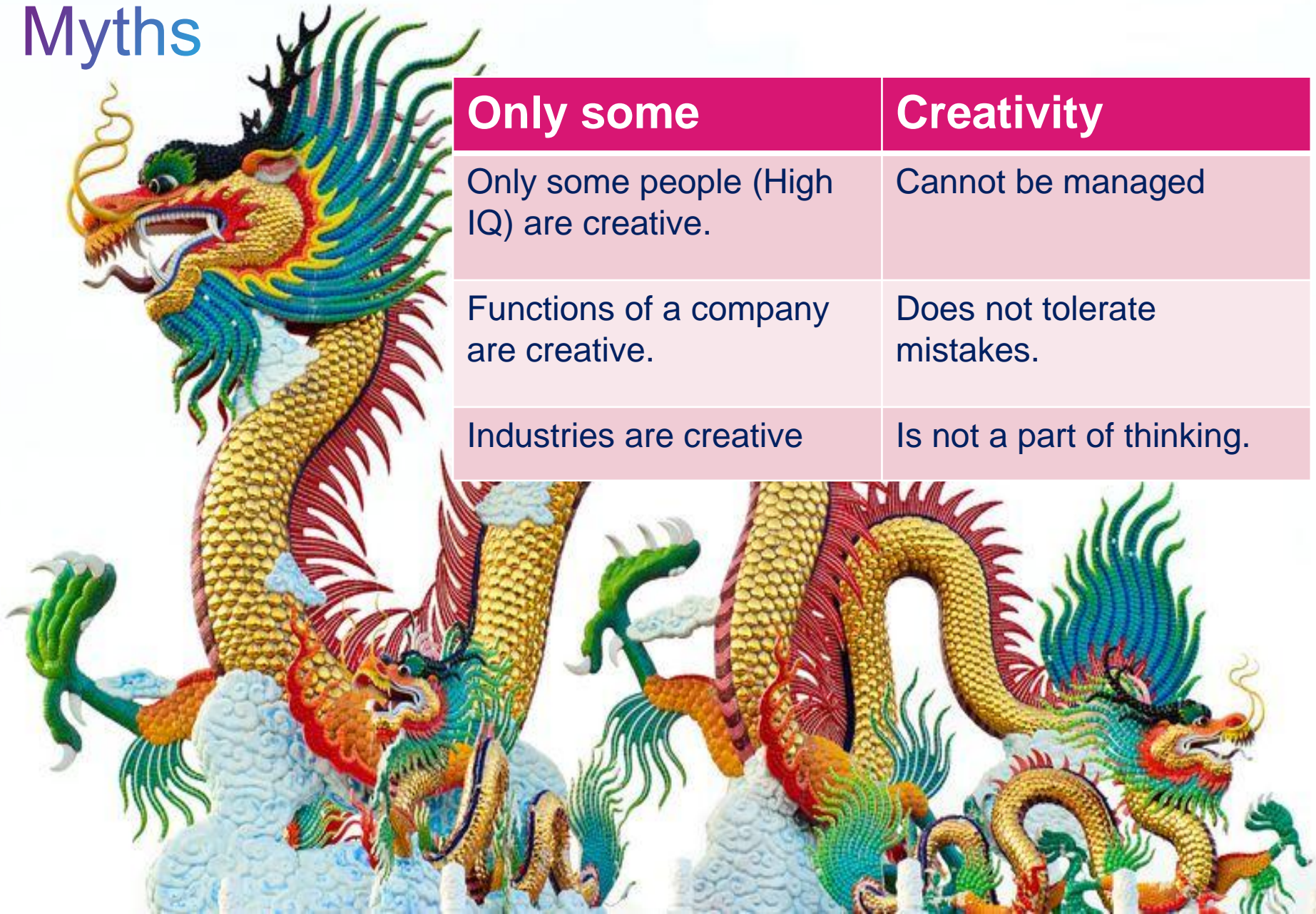
The
Organisation

The Team

The
Environment

You

Myths

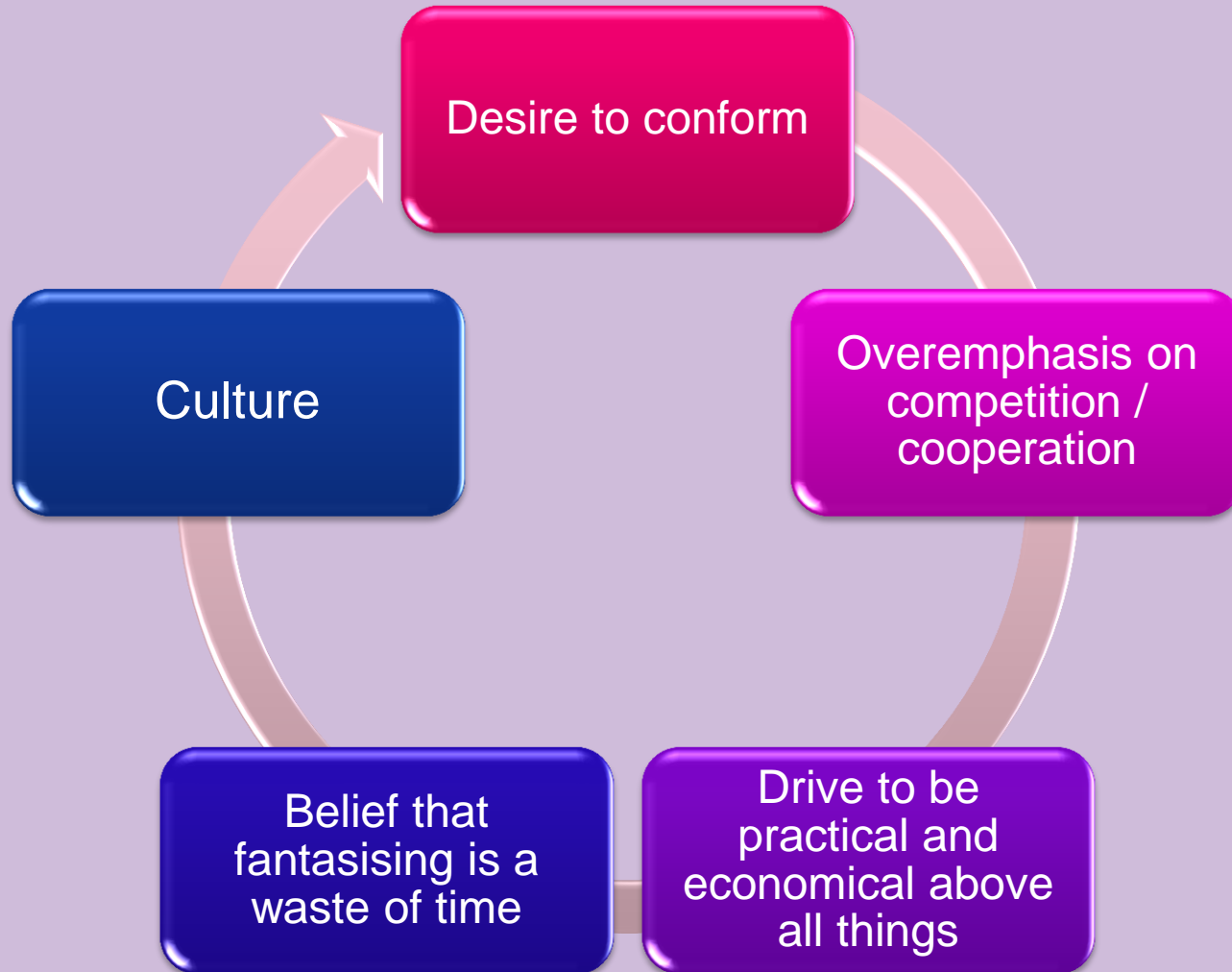| Only some	Creativity
Only some people (High IQ) are creative.	Cannot be managed
Functions of a company are creative.	Does not tolerate mistakes.
Industries are creative	Is not a part of thinking.

Why is it that it's sometimes hard to think about possibilities?

Desire to conform

Overemphasis on competition / cooperation

Culture

Belief that fantasising is a waste of time

Drive to be practical and economical above all things

Why is it that its sometimes hard to think about possibilities?

Perception

Failure to

Use all the senses in observing

Investigate the obvious

Inability to define the terms

Difficulty in seeing the remote relationships

Failure to distinguish between cause and effects

Why is it that its sometimes hard to think about possibilities?

Emotion
Fear of making mistakes
Fear and distrust of others
Grabbing the first idea that comes along

Why is it that its sometimes hard to think about possibilities?

Intellectual

Low levels of experience

Poor communication

Not enough training

Thinking

Convergent – thinking in
Thinking that proceeds towards a single answer
 33 x 14 = ?

Divergent – Thinking out
Thinking that moves outward from the problem in many directions.
List all the uses of a guitar without strings.

Convergent Thinking – Thinking In

Be Systematic
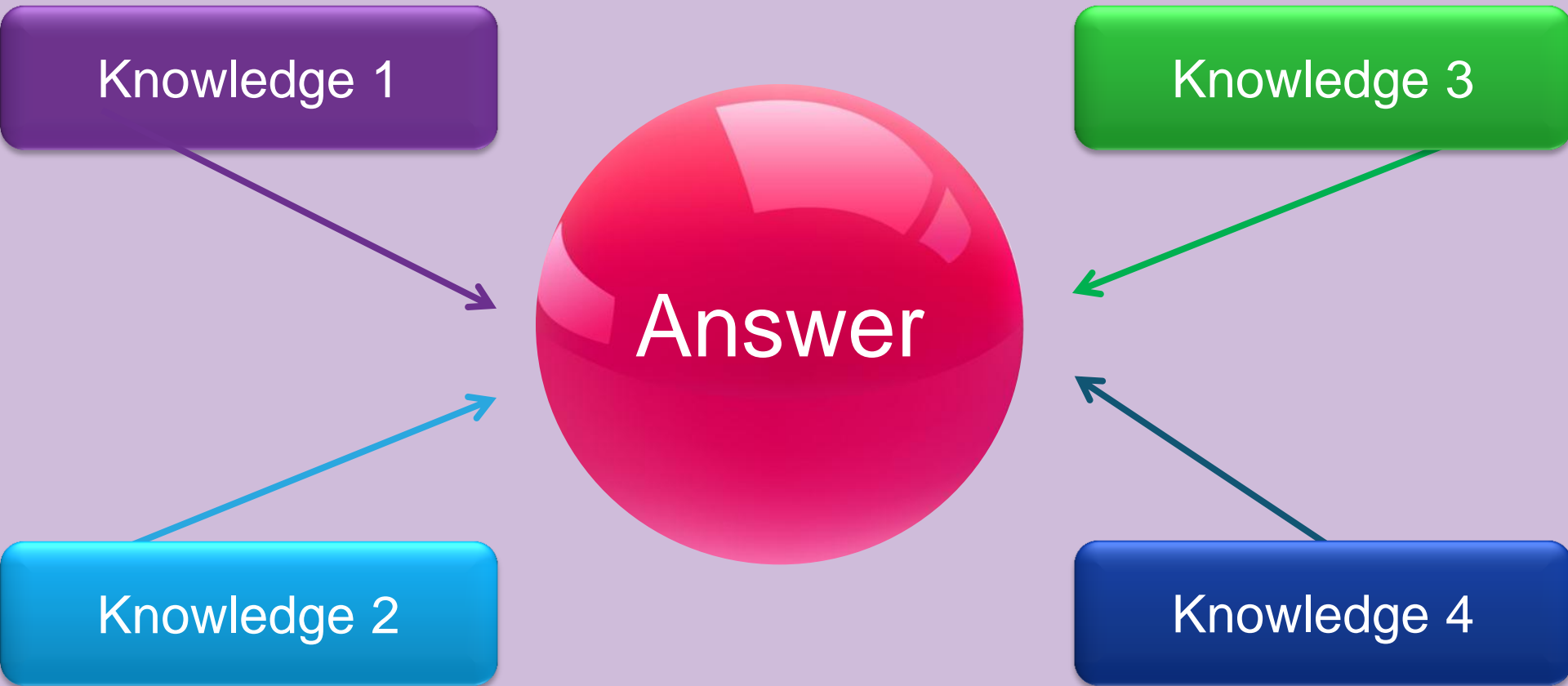
Be absolutely clear

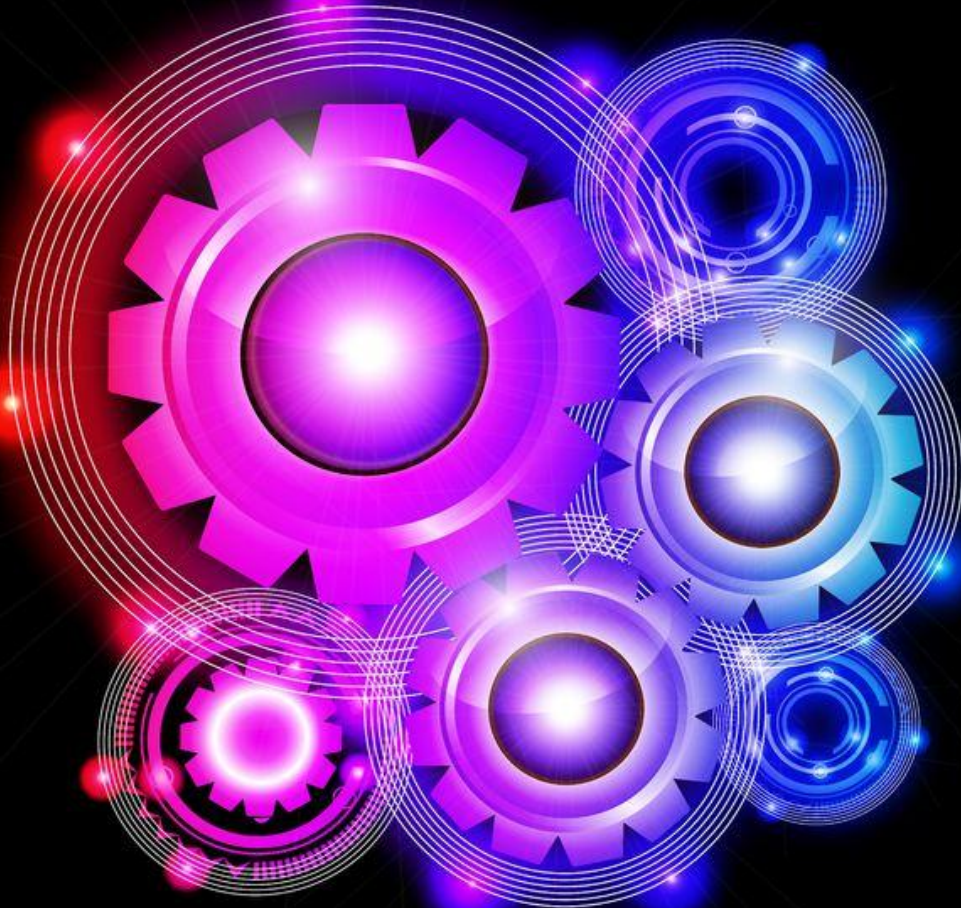Be realistic about your problem

Be careful

Don't let personal bias 'kill' potentially good ideas

Don't lose sight of where you are going.

Convergent Thinking – Thinking In

Knowledge 1

Knowledge 3

Answer

Knowledge 2

Knowledge 4

Divergent thinking – thinking out

Defer your judgment
for as long as you can

Think of as many ideas
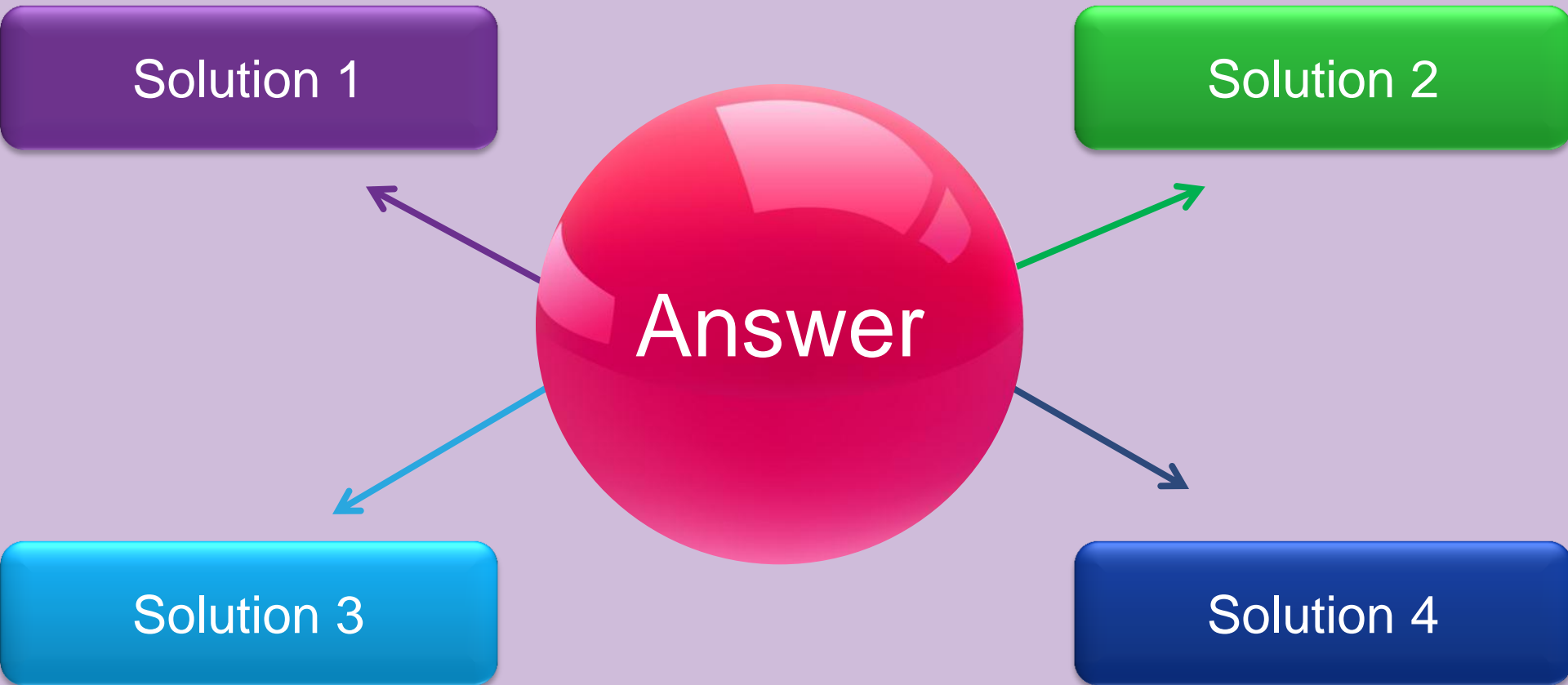as you can

Be receptive to all ideas

Allow ideas to incubate

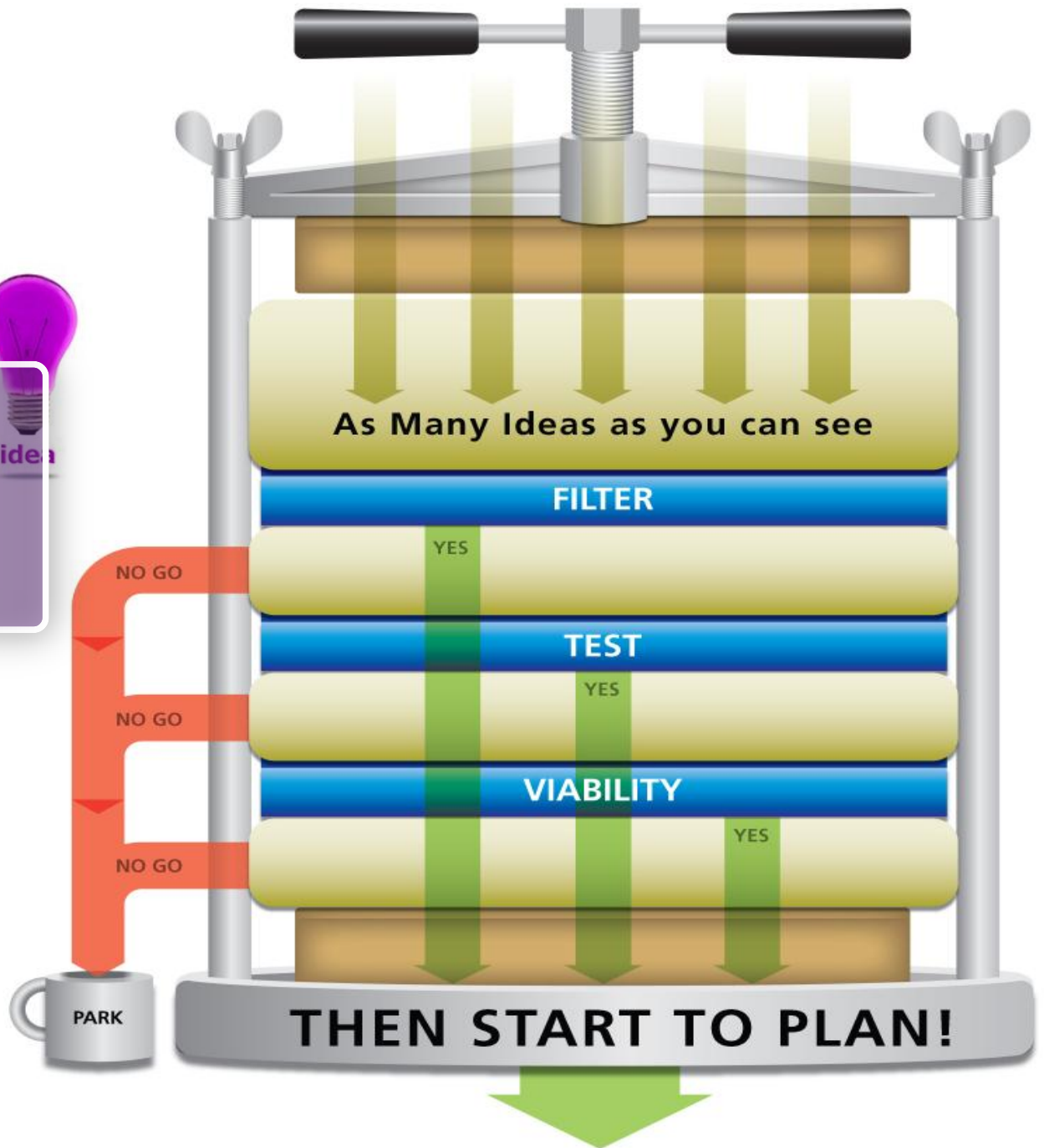Look for ways to modify or
otherwise combine ideas

Use your network!

Divergent Thinking – Thinking In

The Filter
Deciding which idea

As Many Ideas as you can see

FILTER
YES
NO GO

TEST
YES
NO GO

VIABILITY
YES
NO GO

PARK

THEN START TO PLAN!

idea idea idea idea idea idea idea idea

Turning Ideas Into Opportunity

- *Straight forward approach*
- *What has created the idea?*
- *Is there any evidence, information to support your idea?*
- *How will you make money?*
- *How will you stay in business?*

Turning Ideas Into Opportunity

Describe the Market Place

What does the Competition do?
What are their weaknesses?

Can your team deliver?

Rewards personal, financial, social?

How would you start the business?

Turning Ideas Into Opportunity

Describe the business?

Development status?

Who will buy first?

Total Market size and trends

Turning Ideas Into Opportunities

Financial - Margins, cash flow, profit streams, start up requirements, P&L, Balance sheers

Team – can you do it?

Major risks and problems

Fatal flaw – yes or no?

Fatal Flaws
Find them fast!

There is no Market

- Can't get to market barriers are in place.

- The competition is too strong

- I can't control over prices.

- I can't afford over product development

- I can't control over distribution

- Inability to expand beyond a one person company.

- Can not raise the finance.

- An investor is not interested

- The team can't do it.

Alvin Teh

Born and bred Singaporean

Started programming at 9

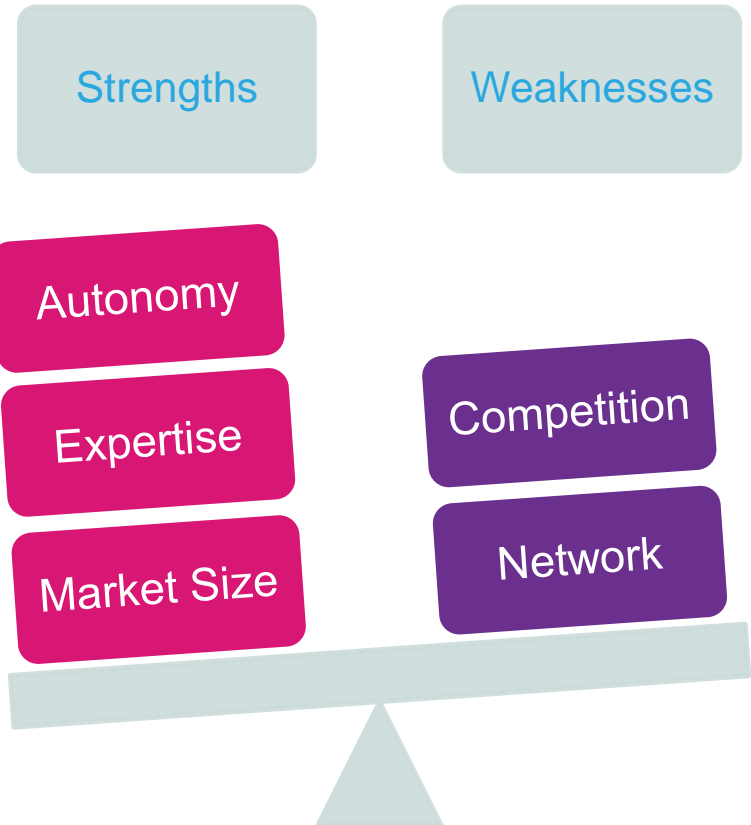Studied at Nanyang Polytechnic

Interned at Cisco (EPIC)

Started OneSolved immediately upon graduation

OneSolved: The Idea

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Technopreneur
in you

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Series
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Original Rationale

Strengths

Weaknesses

Autonomy

Expertise

Market Size

Competition

Network

Reality:
Unimpressed Clients

Resolution:
Sell Agility, Speed, Focus

Reality:
Overload!

Resolution:
Stagger Loads

Growing Up:
Expanding the Business

Resolution:
Sell People, not Services

Outside Offers:
To Accept or Reject?

Resolution:
Believe in Yourself

"I have not failed. I've just found 10,000 ways that won't work."

Thomas Edison

Thank you.

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