

DISCOVERY—DESIGNING FOR THE FUTURE TEACHERS GUIDE

Relevant National Content Standards for Entrepreneurship

Entrepreneurial Skills The Processes and Traits/Behaviors associated with entrepreneurial success.	
A	Entrepreneurial Processes Understands concepts and processes associated with successful entrepreneurial performance
Discovery	
A.01	Explain the need for entrepreneurial discovery
A.02	Discuss entrepreneurial discovery processes
A.06	Describe idea-generation methods
A.07	Generate venture ideas
A.08	Determine feasibility of ideas

New product ideas often come about by combining features and benefits from existing products into entirely new ways. An example of this is the new trend in refrigerators that have LCD television screens so that you can watch television while preparing meals.

As an exercise in thinking in new ways about existing products, have students look at the list of products below (and also on the student handout) and brainstorm as many ways as possible to incorporate features/benefits from one product into another. Encourage creativity and “thinking outside the box.” Supposedly “crazy” ideas often become reality.

You can use this list or come up with a list of your own. The key is to have students think about new and unique products.

- Car
- Cell phone
- Coffeemaker
- Lawnmower
- MP3 Player
- Printer/Fax/Copier
- Scooter
- Skates



You may want to have the DICEE formula proposed by Guy Kawasaki clearly displayed on the whiteboard/chalkboard or visible on an overhead or PowerPoint slide. Indicate that they should try to keep these principles in mind as they create new product ideas.

DICEE Formula

Deep – Must do it all!

Intelligent – Somebody must be thinking...have a clever idea.

Completeness – It's the totality of the product and experience.
For example, how Lexus does presale, postsale and support so well.

Elegant – No steep learning curve. An example is the IPOD

Emotive – Make you feel very passionate about them



Source for the DICEE Formula, *The Art of Innovation* by Guy Kawasaki during the Microsoft Small Business Summit, <http://www.microsoft.com/smallbusiness/small-business-summit/FY07/SummitVideo/Watch.aspx>.