

The Idea **Guide**book

The first steps to #JustALittleChange

It takes a grain of sand
to tip the scales, and a
little thought to
transform lives. This
guidebook will help you
find that little thought
and turn it into an idea
worthy of great change.

Proclaim

Find your intent — that's a good starting point.

When you know what impact you wish to make, you will know what direction you need to take. Here are some plausible impacts to consider.

- Improve or change an existing practice. This could be anything from the way people shop to the way they consume news to even the way they generate wealth.
- Change people's perception of something — social or political issues, mental health awareness... the list is endless.
- Help people or communities who are less fortunate. It could be an idea for generating employment, providing education, better healthcare, etc.
- Help nature or animals because unless we act now, the future won't be so bright.
- Create new business avenues or help existing businesses perform beyond their expectations.

Redefine

Before you make an impact in your desired area of exploration, you must identify a problem. Because every answer needs a question.



Step 1

Identify a human need or pain point either through research or interaction.



Step 2

Once you have zeroed in on a problem, start analysing it. Becoming an expert in the problem will help you find the solution.



Step 3

In case you want to build a business around your idea, you also need to identify a demand. People always want something — figure that out.



Step 4

Once you have all this information, it's time to start ideating — think of solutions. It pays to think of multiple, then narrow it down to the best.



Step 5

Lastly, remember to cross-check to make sure your solutions don't already exist.

Attest

Here are 4 ways to know whether you're on to something.



Put it to trial

On a piece of paper, create a problem scenario, add your solution (your idea) to it, and list out all the possible outcomes. Then repeat with more scenarios until you have plenty of outcomes. This data will prove immensely useful.



Talk to people

Getting an outside perspective is always useful because people who aren't invested can point out things that you might miss. Remember, only discuss your ideas with people you trust.



Execute it roughly

If you have the means to do so, create a rough prototype or execution of your idea. It will help you determine how it functions in the real world.



Define your idea

Once you've tested it out, collected enough data, reviewed the results, and you feel confident, then it's time to define your idea: What it is, why it's necessary, and how it works.

Outsell

Before you pitch it, let's tick a few boxes to make sure your idea is a winner.

- ☒ Is your idea innovative and original?
- ☒ Have you done your research and analysis before arriving at your solution?
- ☒ Could you answer all questions pertaining to your idea?
- ☒ Can it be executed well if given the proper resources?
- ☒ Will it bring about the desired change or positive impact?
- ☒ Is it profitable? This is in case you're planning to turn your idea into a business.

Mindset

Coming up with a good idea is one thing. The next big step is convincing someone to back you on it.

Turn your idea into an effective pitch with these tips.



Break it down: Why, what and how

Why your solution or idea is necessary and how it will benefit people; what your idea is — a brief summary; how it works — the execution.



Let the data do the talking

Add relevant findings from your research and testing wherever it can reinforce an argument. Also, add a few pictures — it helps break the monotony of text.



Keep it simple

Unless the argument requires a lengthy explanation, keep all your lines and pointers short and to the point. You can always go into detail when they buy into it.



Make a short video version

Keep it under two minutes, look directly at the camera and speak confidently.



Be more than prepared

When someone is interested, they will ask a lot of questions — this is a good thing. Make sure you do your research and prepare for any and all questions.

Win dow

Time to seize the window of opportunity and win big! If you have followed this guidebook, by now you should have a pitch-ready idea. Register for the Tata Imagination Challenge — where all ideas are given an equal shot at greatness.

To know more, visit:

www.tata.com/tataimaginationchallenge



Scan to register

Or follow us on:

