

Ideaton

“How to create a startup”



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What is a startup?

Unique Product/Innovation

A startup offers a new or significantly improved

Solves a Problem

The product or service addresses a specific need or problem

Easily Scalable

Startups are designed to grow rapidly.





Generating an idea for a startup

Creative brainstorm



Lack of affordable and accessible housing for students

Lack of experience exchange between students and (or) graduates. Difficulties in finding and obtaining internships, job placements and practicums for students.

Ineffective time management and task scheduling

Students don't know about volunteer, social and charity projects

Low student involvement in university development (to manage university development processes). The problem of communication between the student and university

Ineffective system of work evaluation and feedback between students and instructors

Organization of students' activities

Creating a favourable educational environment (mental health)

Ensuring security at the University (student identification; digital literacy, etc.)

Does your target audience interested in your product?



**The only rule is to make sure
the product is needed
and consumers will pay for it**



Main mistakes at the start of work

1. Planning without taking into account the interests of the target audience/ Ignoring Feedback

2. Thinking about Idea First

3. Overcomplicating the Idea. Trying to solve too many problems at once or adding unnecessary features.

4. Ignoring the market and competitors

5. Poor problem definition

How to conduct demand research

Conduct an online survey

Use forms on Google Forms or a social media page



Analyze the output in search engines for the target query

Google Trends, Wordstat Yandex

Create a landing page or blog

To avoid spending money on developing a website from scratch, you can use website builders (for example, One page, Weebly or Tilda).



Onepage

that 9 out of 10 startups never achieve success.

The primary reason for failure in 42% of cases is that their products or services are not needed by users.

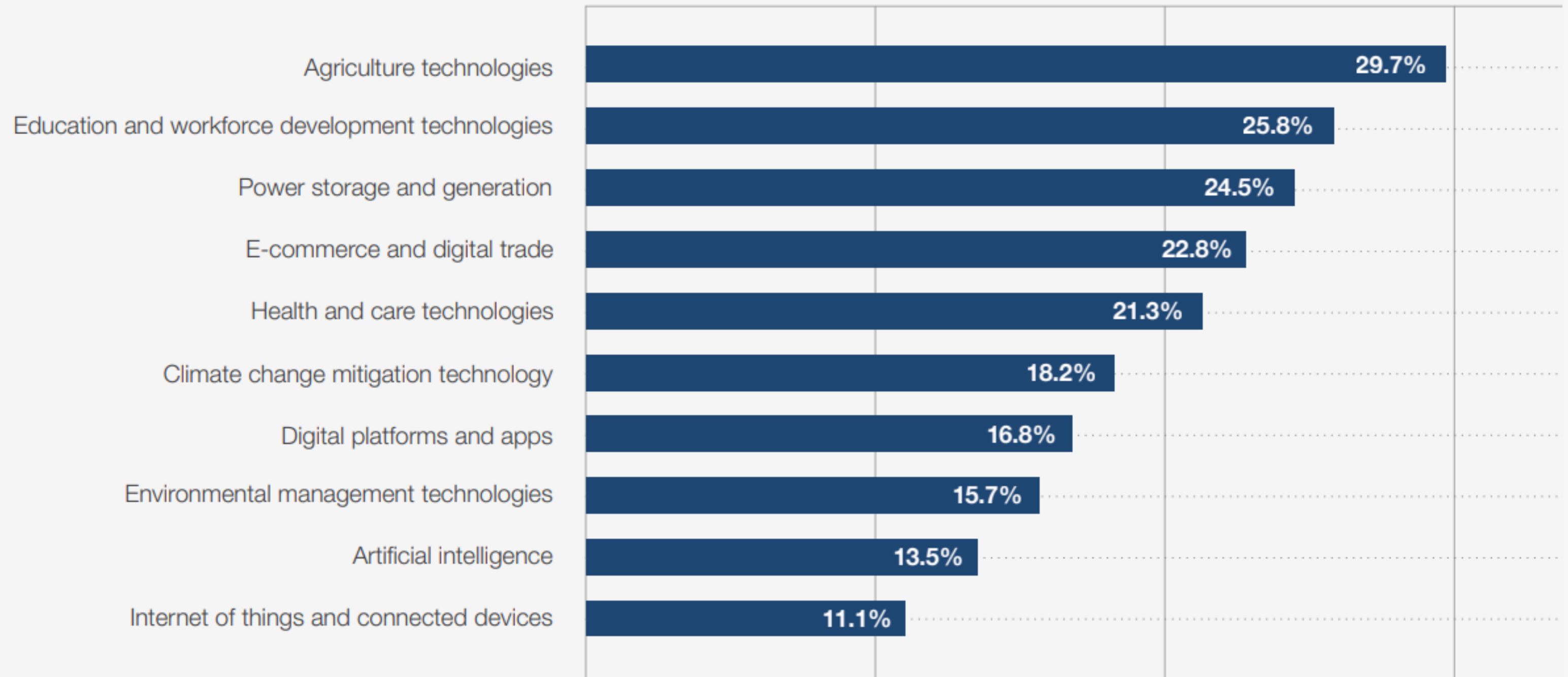


- **Airbnb addresses the problem of finding comfortable accommodation at a fair price while on vacation or business trips. It provides an alternative to traditional hotel stays by offering a platform where individuals can rent out their properties or rooms.**

Uber solves the problem of high taxi costs and difficult booking processes by offering a more efficient and affordable transportation solution.



Global technologies of strategic importance according to WEF data



(World Economic Forum, Markets of Tomorrow Report 2023:
Turning Technologies into New Sources of Global Growth)

Sustainable development goals as a promising direction for a startup



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



CONTEXT

When does
the problem occur?

PROBLEM

What is the root cause
of the problem?

ALTERNATIVES

What do customers do now
to fix the problem?

CUSTOMERS

Who has the problem
most often?

EMOTIONAL IMPACT

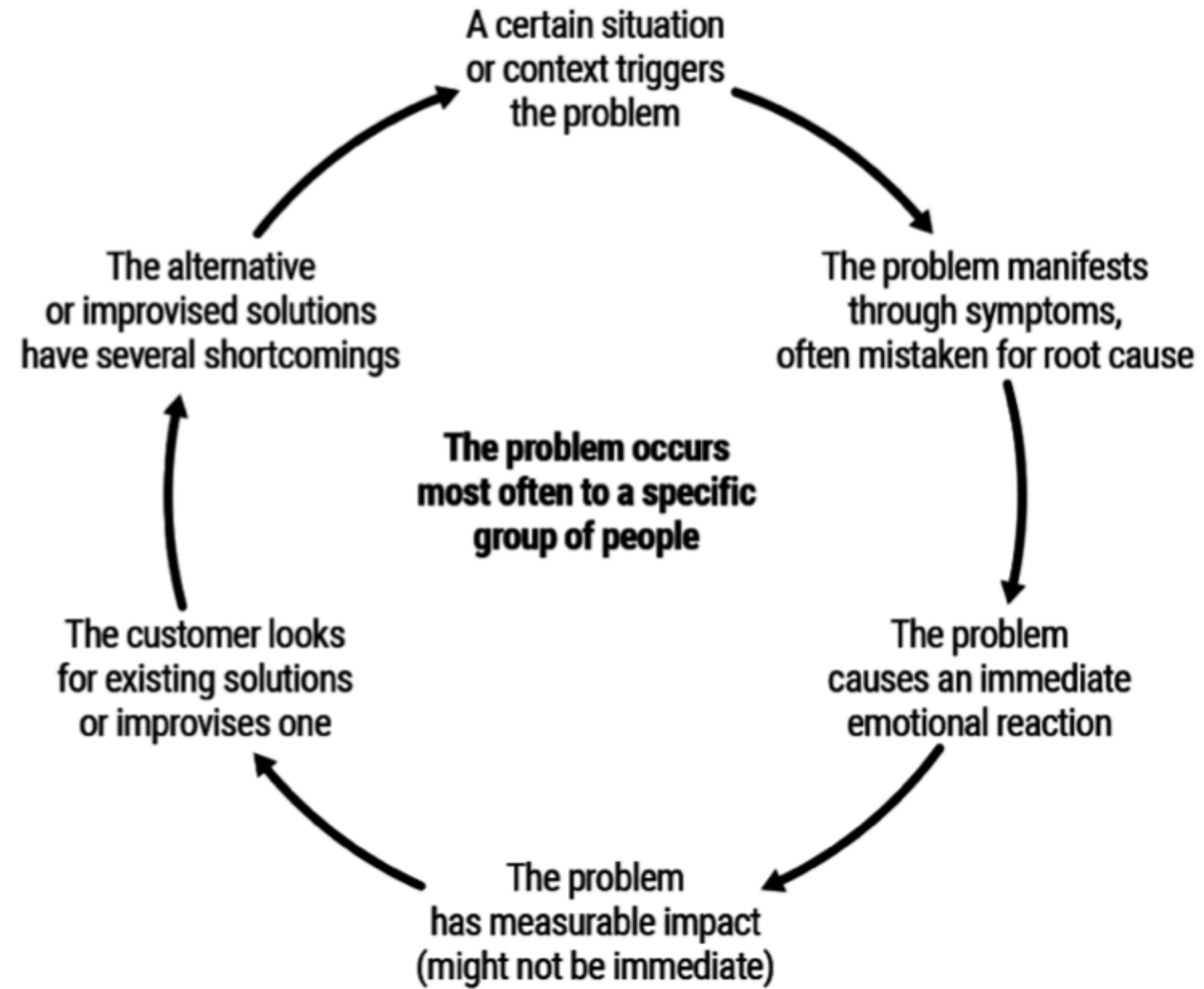
How does the customer feel?

QUANTIFIABLE IMPACT

What is the measurable impact
(include units)?

ALTERNATIVE SHORTCOMINGS

What are the disadvantages
of the alternatives?



4 why?

Asking “why?” multiple times helps uncover the root cause of a problem, ensuring you address the real issue rather than just the symptoms.

A photograph of an astronaut in a white spacesuit and helmet, sitting in a red space module. The astronaut is looking out at the Earth from space. The Earth is a large, blue and white sphere in the background. The text "A startup is not just a product, it's a business" is overlaid in white on the image.

**A startup is not just a product,
it's a business**