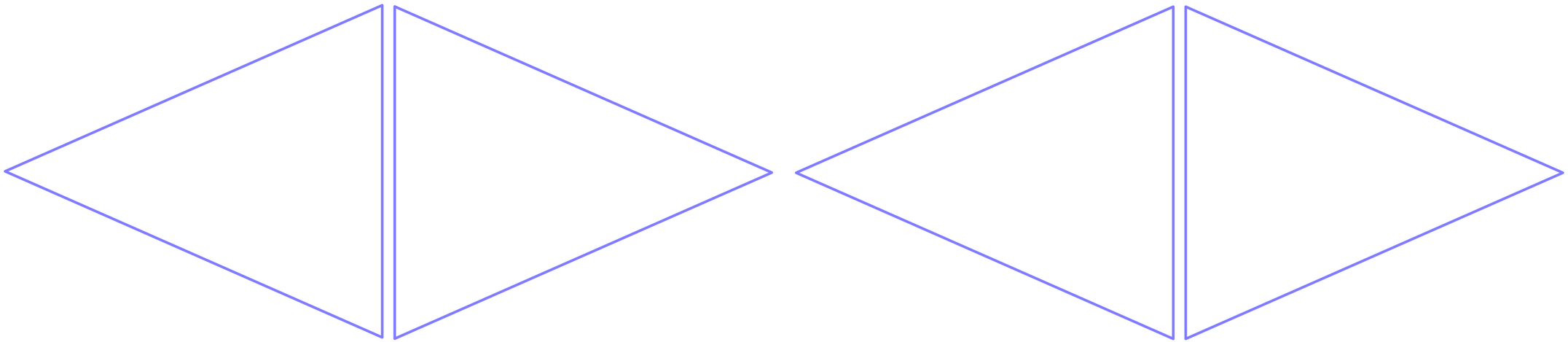
Interreg

Co-funded by
the European Union

Central Baltic Programme

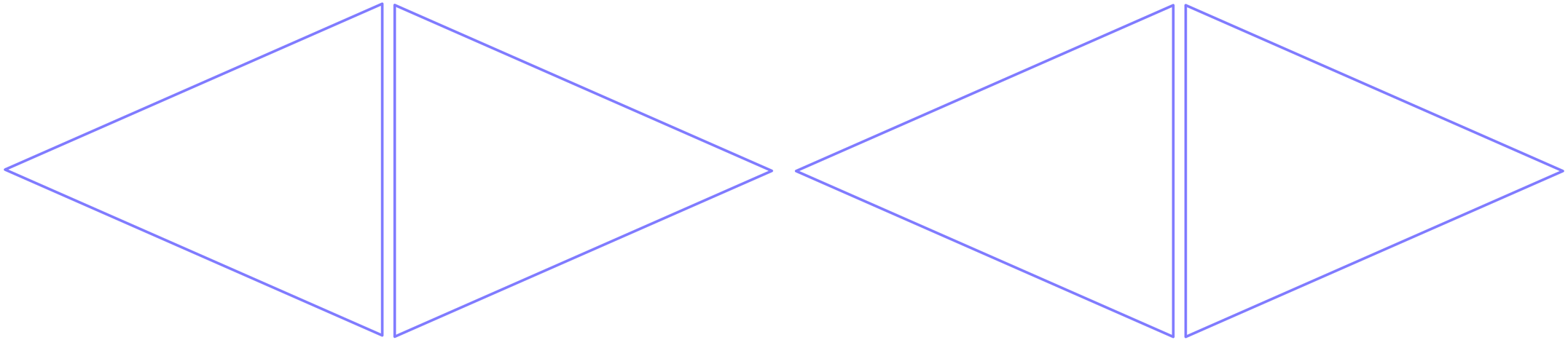
Silver Entrepreneurs

Double Diamond Process



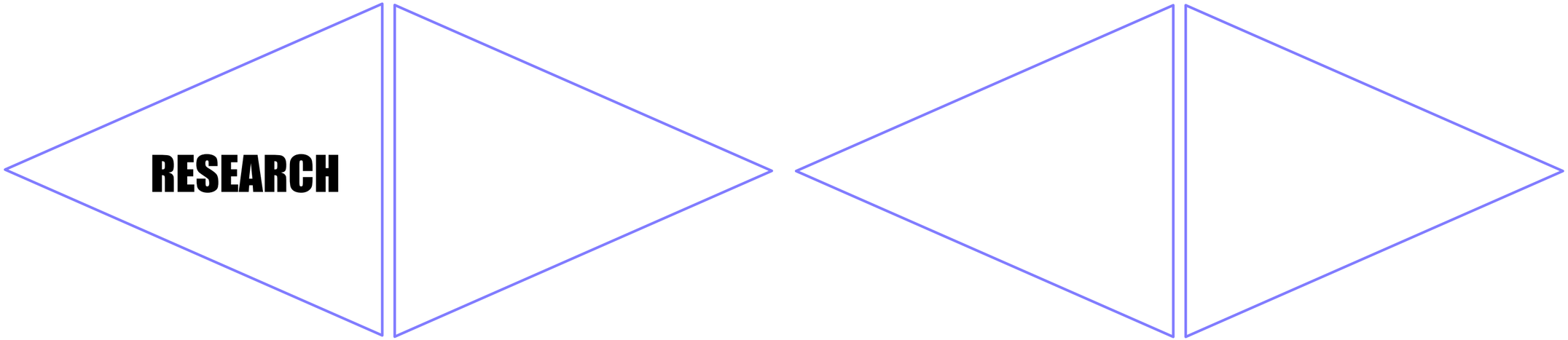
Double Diamond Process

Finding the right
PROBLEM/NEED



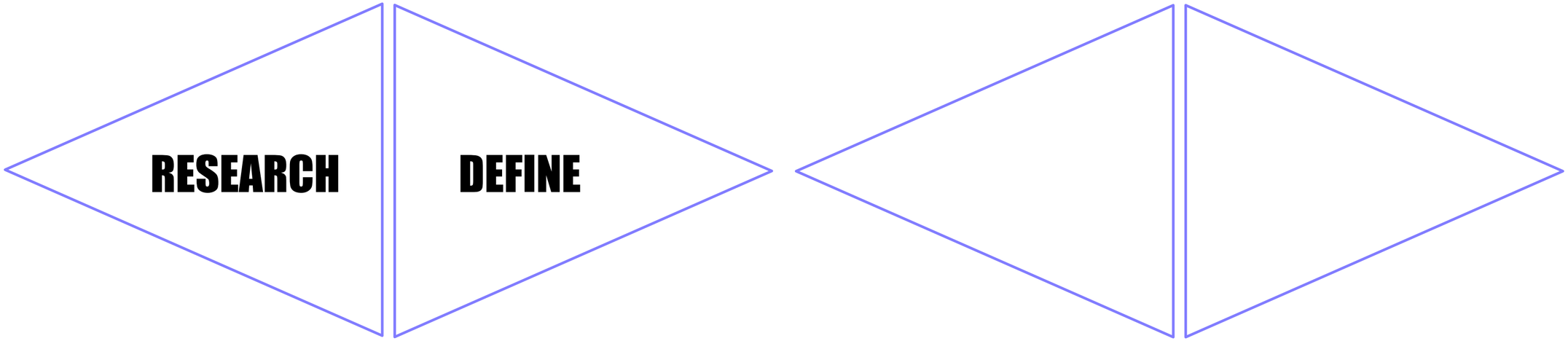
Double Diamond Process

Finding the right
PROBLEM/NEED



Double Diamond Process

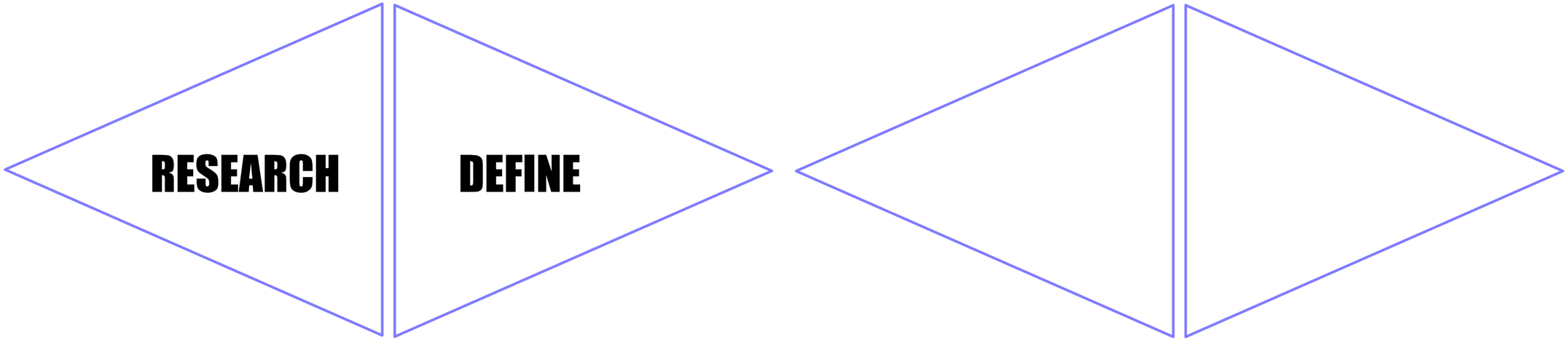
Finding the right PROBLEM/NEED



Double Diamond Process

Finding the right PROBLEM/NEED

Finding the right SOLUTION



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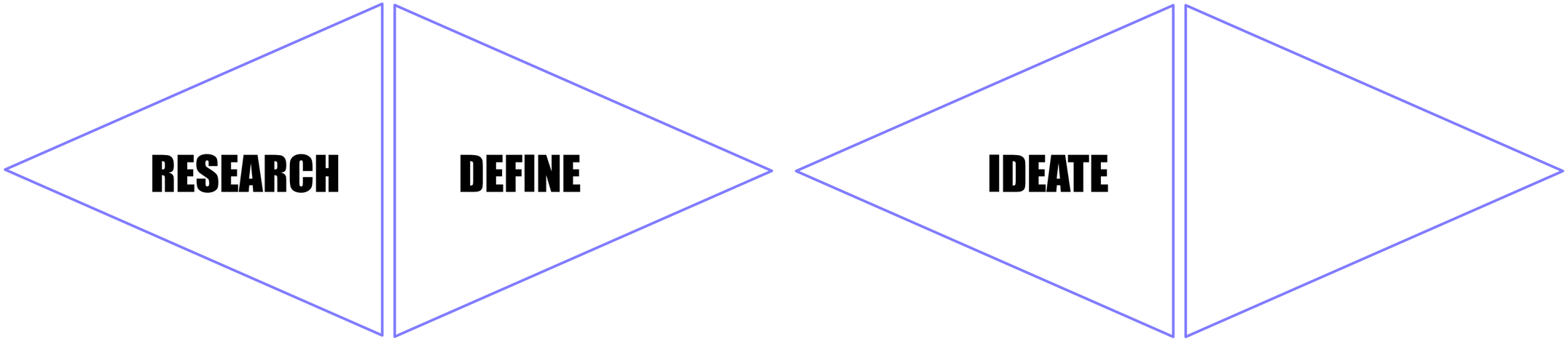

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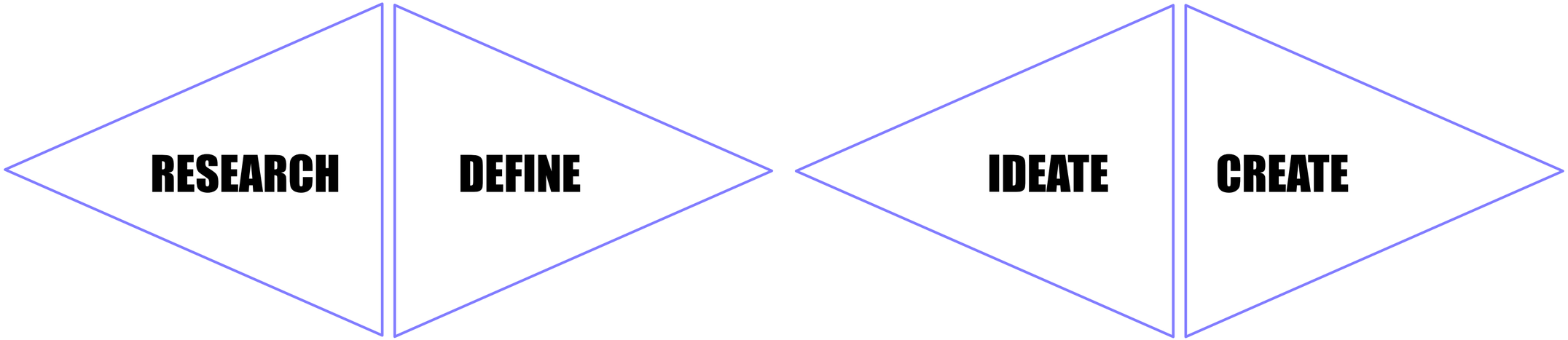

Double Diamond Process

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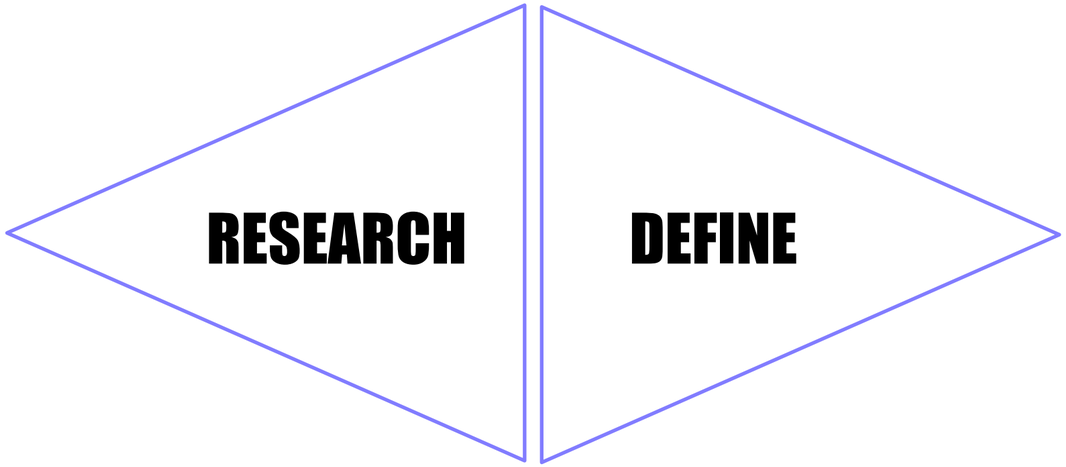
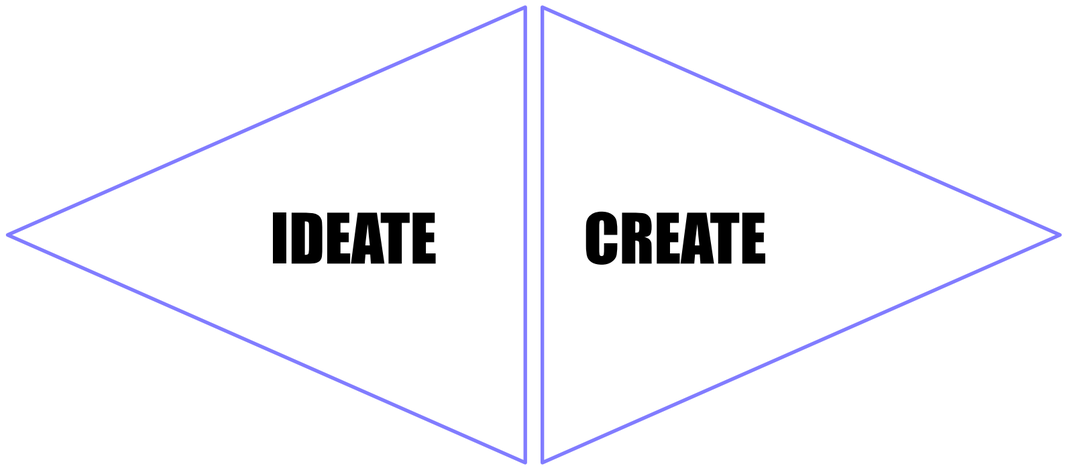


Diverge

Converge

Finding the right SOLUTION



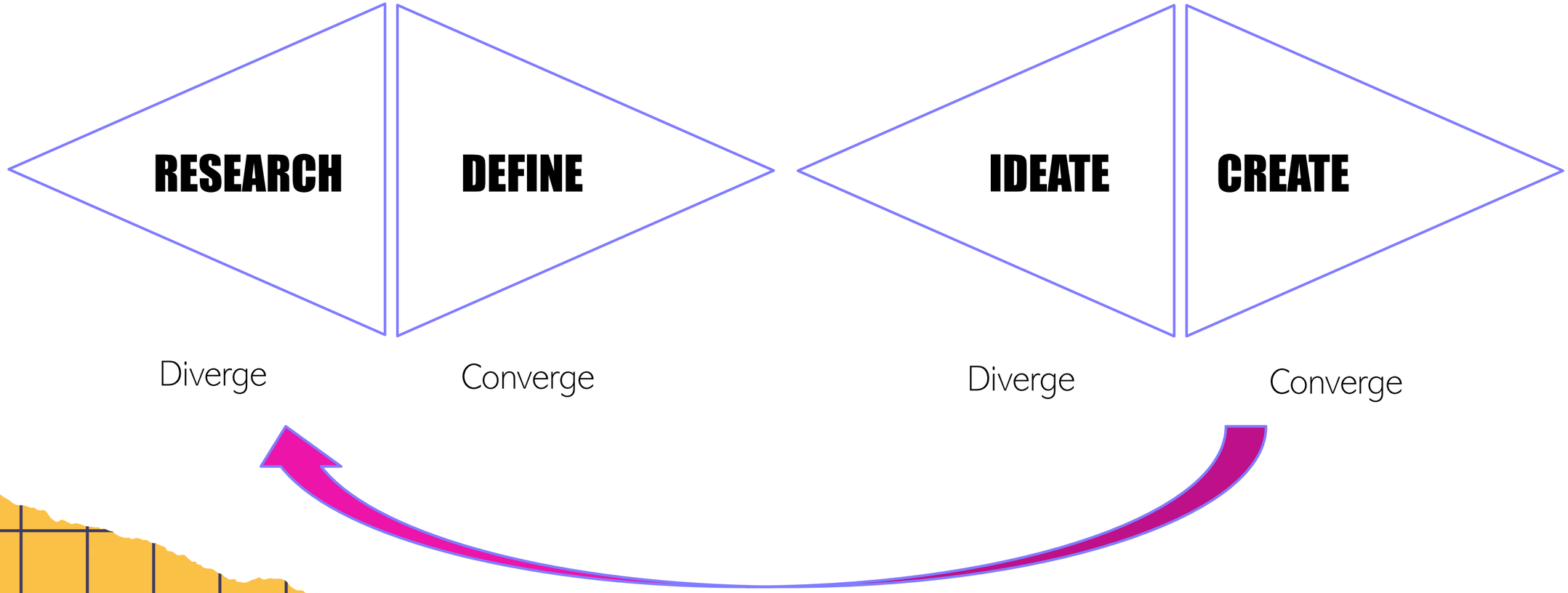
Diverge

Converge

Double Diamond Process

Finding the right PROBLEM/NEED

Finding the right SOLUTION



Generating ideas

Two rules:

Maximum positive

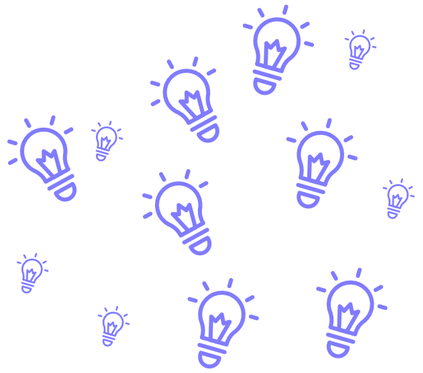
As many as possible

Generating ideas

1. Groups of 2-3

2. Each one shares ONE interest/skill/knowledge

3. Combine your 2-3 things to generate as MANY ideas as possible!



Pitch!

Last 10 minutes!

Hook	**Catch their attention – by any means!**
Problem	**Describe the problem and its consequences**
Solution	**How you solve it**
Benefits	**Benefits with your solution**
Call-to-action	**Encourage them to take the action you wish them to!**

Tulkot! Kääntää!

Pitch!

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Where do ideas come from?

Tulkot! Kääntää!

Where do ideas come from?

Start with YOU

Tulkot! Kääntää!

Start with YOU

Causation vs. Effectuation

Dr. Sara Sarasvathy

Tulkot! Kääntää!

Causation vs. Effectuation

Dr. Sara Sarasvathy

Causation vs. Effectuation

Follow a recipe...

Dr. Sara Sarasvathy

Tulkot! Kääntää!

Causation vs. Effectuation

Follow a recipe...

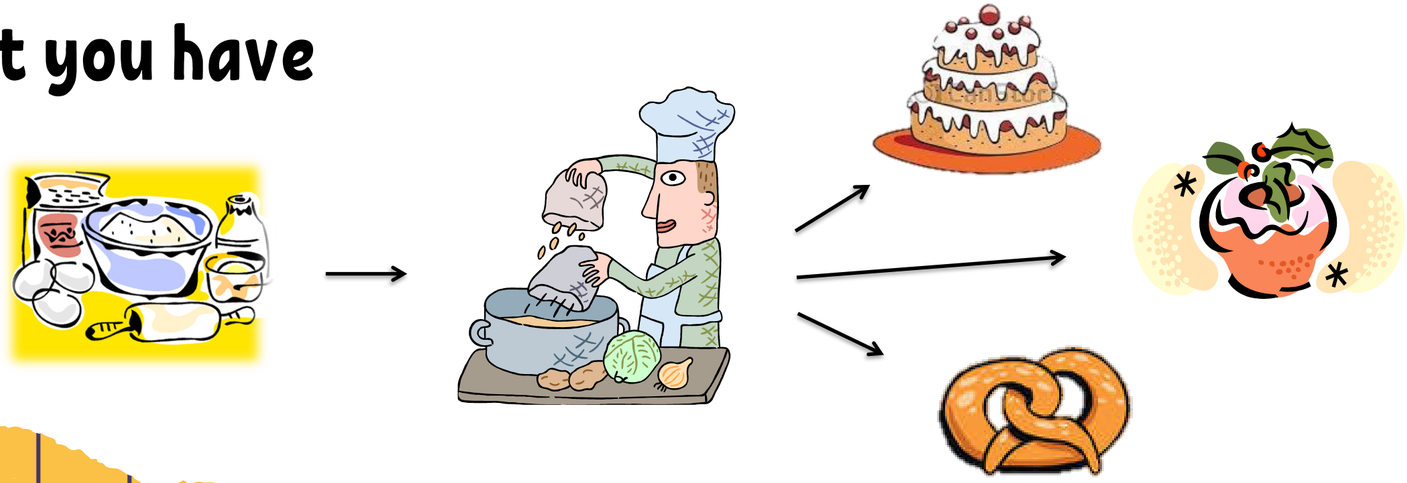
Dr. Sara Sarasvathy

Causation vs. Effectuation

Follow a recipe...

Dr. Sara Sarasvathy

Or use what you have



Tulkot! Kääntää!

Causation vs. Effectuation

Follow a recipe...

Dr. Sara Sarasvathy

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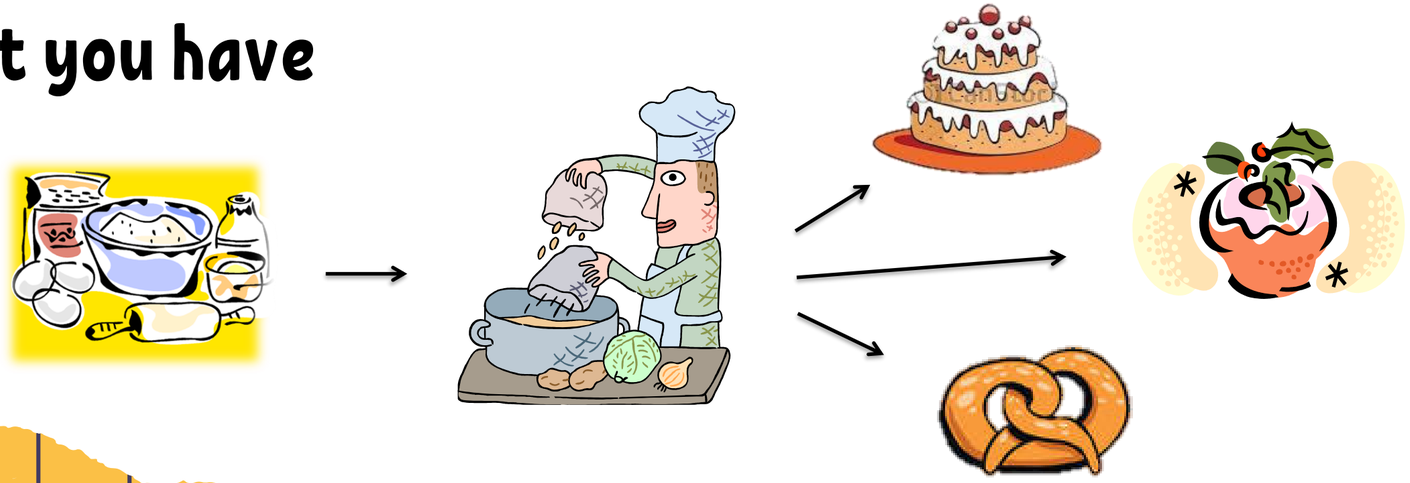

Causation vs. Effectuation

Follow a recipe...

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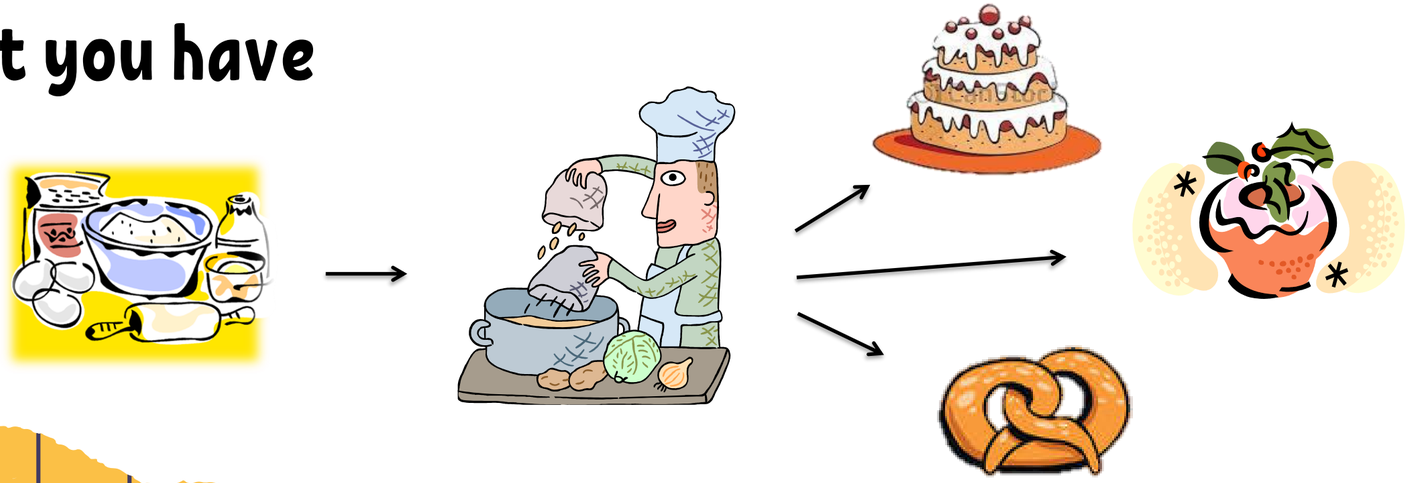

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