

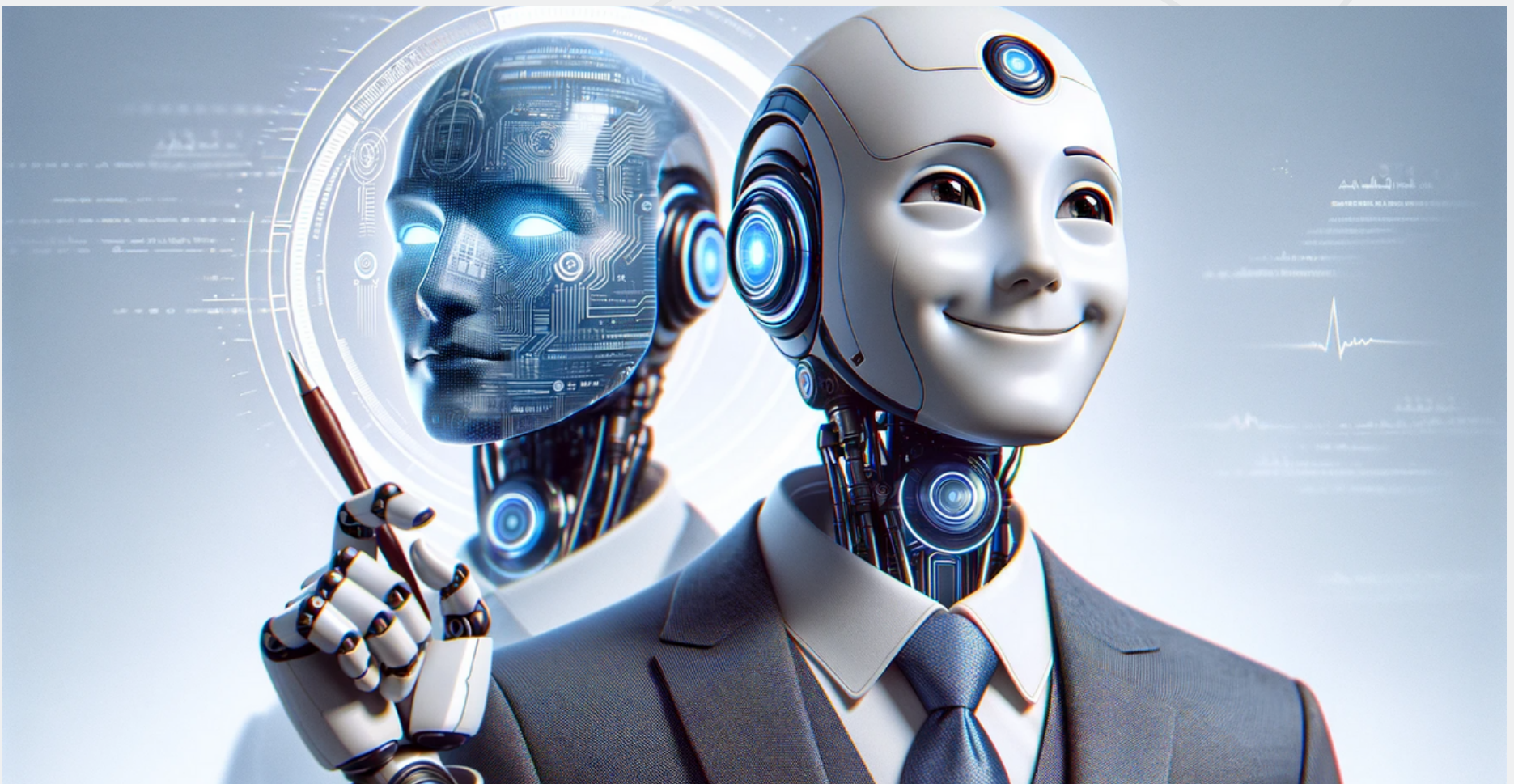


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GTD IP ORGONIZER

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Creative Idea Development & IP Strategy Workbook

This workbook is designed to guide you, a creative individual, through the process of brainstorming, documenting, and developing your ideas into protectable intellectual property.

It blends David Allen's methodical approach with Simon Sinek's "Start with Why" philosophy to clarify your goals and actions.

Step 01: Idea Generation & Collection

Brainstorming Session

- Set a timer for uninterrupted brainstorming. we recommend using a timer for ex. 1H
- List all ideas, ranging from 15 to 62 concepts based on your interests (if you need more, find the template in the index of this ebook).

How to Use the Table:

- 1. Idea Name:** Assign a concise name or title to each idea for easy reference.
- 2. Problem Addressed:** Describe the specific problem or need that the idea aims to solve. This helps in understanding the relevance and urgency of the idea.
- 3. Target Market:** Identify the specific group of customers or users who would benefit from this idea. Define demographics, behaviours, or any other relevant characteristics.
- 4. Proposed Solution:** Outline your idea's approach or method for solving the identified problem. This could be a product, service, or a unique process.
- 5. Value Proposition:** Articulate the benefits that your solution offers. This could include its uniqueness, cost-effectiveness, efficiency, etc.
- 6. 'Why' (Purpose & Motivation):** Reflect on the deeper motivation behind pursuing this idea. This column is inspired by Simon Sinek's concept of 'Start With Why', focusing on the purpose, cause, or belief that inspires you to bring this idea to life.



QUICK TIPS

Tips for Effective Brainstorming: Be as specific and detailed as possible in each column to gain clear insights into each idea. Don't limit your thinking; creative and out-of-the-box ideas are often the most innovative. Regularly review and update the table as your ideas evolve or as you gather more information.



#	Idea Name	Problem	Target Market	Solution	Value	Why?
1						
2						
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12						
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14						
15						

#	Idea Name	Problem	Target Market	Solution	Value	Why?
16						
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#	Idea Name	Problem	Target Market	Solution	Value	Why?
31						
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#	Idea Name	Problem	Target Market	Solution	Value	Why?
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Step 02: Idea Generation & Collection

Idea Categorization:

- Group ideas by themes: Artistic, Scientific, Entrepreneurial, Programming, etc.
- Mark ideas that excite you the most or seem most feasible.

How to Use the Table:

- 1. Idea #:** Assign a number to each idea for easy tracking and reference.
- 2. Title/Description:** Provide a brief title or description of the idea.
- 3. Theme:** Categorize each idea under a specific theme such as Artistic, Scientific, Entrepreneurial, Programming, etc. This helps in organizing ideas based on their nature and domain.
- 4. Plan to Give Shape to Top 10 Ideas:** For the ideas that excite you the most or seem most feasible, outline a brief plan on how you intend to further develop them. This could include steps like initial research, creating a prototype, market analysis, or seeking feedback.



Tips for Effective Categorization: Be open and diverse in your themes to capture a wide range of ideas. For the 'Plan to Give Shape' column, focus on actionable steps that can realistically be implemented to develop the idea. Regularly review and prioritize the ideas based on feasibility, potential impact, and your personal or business goals. This table is a dynamic tool designed to help you organize your brainstormed ideas systematically and identify which ones to develop further into concrete plans.

A large sheet of lined paper with a torn left edge and a feather icon at the top left corner, intended for writing ideas.

Idea Generation & Collection

#	Title/Description	Theme	Plan to Give Shape to Top 10 Ideas
1			
2			
3			
4			
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10			



Step 3: Clarifying Goals and 'Why'

Goal Identification for Each Idea:

- **Protection:** Why is protecting this idea important? (e.g., market potential, personal significance)
- **Proof of Ownership/Anteriority:** Why is establishing originality crucial? (particularly for software and designs)
- **Conventional Certification:** Why do you need formal recognition or certification for this idea?
- **Patent Preparation:** Why is a patent relevant for this idea? (for inventions, processes)
- **Monetization:** Why and how could this idea generate revenue?

Defining the 'Why':

- Reflect on Simon Sinek's "Start with Why" for each idea.
- Document the core motivation behind pursuing each idea.

How to Use the Table:

1- # IP: Assign a number to each idea for easy tracking.

2- Goal: Identify the specific goal for each idea, such as Protection, Proof of Ownership/Anteriority, Conventional Certification, Patent Preparation and Monetization.

3- Why (Purpose & Importance): Reflect on the reason behind choosing each goal. This could include market potential, personal significance, necessity for establishing originality, etc. Incorporate Simon Sinek's "Start with Why" philosophy to document the core motivation.

4- When/Deliverable: Define a timeline or a specific deliverable for achieving each goal. This could be a date for patent submission, time to market, etc.

5- Success Measurement: Determine how you will measure the success of each goal. This could include metrics like market acceptance, revenue generated, successful patent grants, etc.

Step 3: Clarifying Goals and 'Why'



Tips for Effective Goal Setting:

- Be specific and realistic in setting goals and timelines.
- The 'Why' section is crucial for maintaining focus and motivation, so give it thoughtful consideration.
- Regularly review and adjust your goals, timelines, and success measurements as needed, based on progress and any new insights.

This table serves as a comprehensive tool to not only set clear goals for each of your ideas but also to understand and articulate the underlying motivations and desired outcomes for each.

#	Goal (e.g., Protection, Ownership, Certification, etc.)	Why (Purpose & Importance)	When/Deliverable	Success Measurement
1				
2				
3				
4				
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Step 4: From Idea to Intellectual Property

1. Concept Development:

- Choose top ideas to develop further.
- Sketch, write, or create a basic model (MVP) for each selected idea.

2. IP Feasibility Analysis:

- Research existing patents, copyrights, or trademarks related to your idea.
- Assess the uniqueness and novelty of your idea.

3. Action Plan for IP Protection:

- Identify the type of IP protection needed (copyright, patent, trademark).
- Outline steps to apply for the relevant IP protection (drafting, application process).

Concept Development:



IP Feasibility Analysis:

Action Plan for IP Protection:

Step 5: Long-Term Vision and Strategy

1. Market and Implementation Strategy:

- Define your target market and potential users.
- Plan for marketing, production, or development of the idea.

2. Setting Milestones:

- Establish short-term and long-term goals.
- Include deadlines for IP application, MVP development, market entry, **etc.**

3. Continuous Improvement:

- Plan for iterations and refinements.
- Stay informed about related IP developments and market trends.

Concept Development:



IP Feasibility Analysis:

Action Plan for IP Protection:



ANNEX

