

**Name:**

## **Chapter 5**

There are several methods used to generate and test ideas for a new venture. One method is a focus group. Focus group interviews involve a moderator leading a group through a discussion about the venture idea or new product concept. Focus groups are an excellent method for screening ideas and concepts. Another method is brainstorming. Brainstorming allows people to be stimulated to a higher level of creativity by participating in an organized idea generating group exercise. What are the 4 rules that must be followed during a brainstorming session?

Explain in detail the Problem Inventory Analysis method. How is it different from focus groups?

An opportunity assessment plan is not a business plan, but will help establish whether or not to pursue an idea further. List and briefly discuss the 4 sections of the opportunity assessment plan.