



Worksheet 9:

Ideation process, the creative process. Or, the entrepreneurial process.



The DBACE guide to writing a plan

The Worksheets

9

This worksheet is part of a larger document created by Adrian De La Court and Siân Prime for Deutsche Bank Awards for Creative Entrepreneurs (DBACE) called 'The DBACE Guide to Writing a Plan'. The DBACE Guide aims to help applicants, as well as aspiring creative entrepreneurs in general, to organise their idea and consider the sustainability of their venture.

The guide is a form of workbook comprised of different worksheets. The worksheets have been organised in a way that we feel is most effective for you to work through chronologically, although each worksheet can work as a stand-alone guide for you to develop a particular aspect of your venture.

As you work through the worksheets you will discover more about your work and how to express the impact it has.

The approach works for creatives, people with ambitions to set up a new enterprise and with established businesses who want to increase their impact.

Ideation, The Creative Process. Or, The Entrepreneurial Process

Now review your process from idea to enacting the work and reviewing it. We find it helps to break the process down in to small elements, for example: research venues, email a venue, follow up phone call – rather than just writing “get a venue”. You could do this using post-it notes.

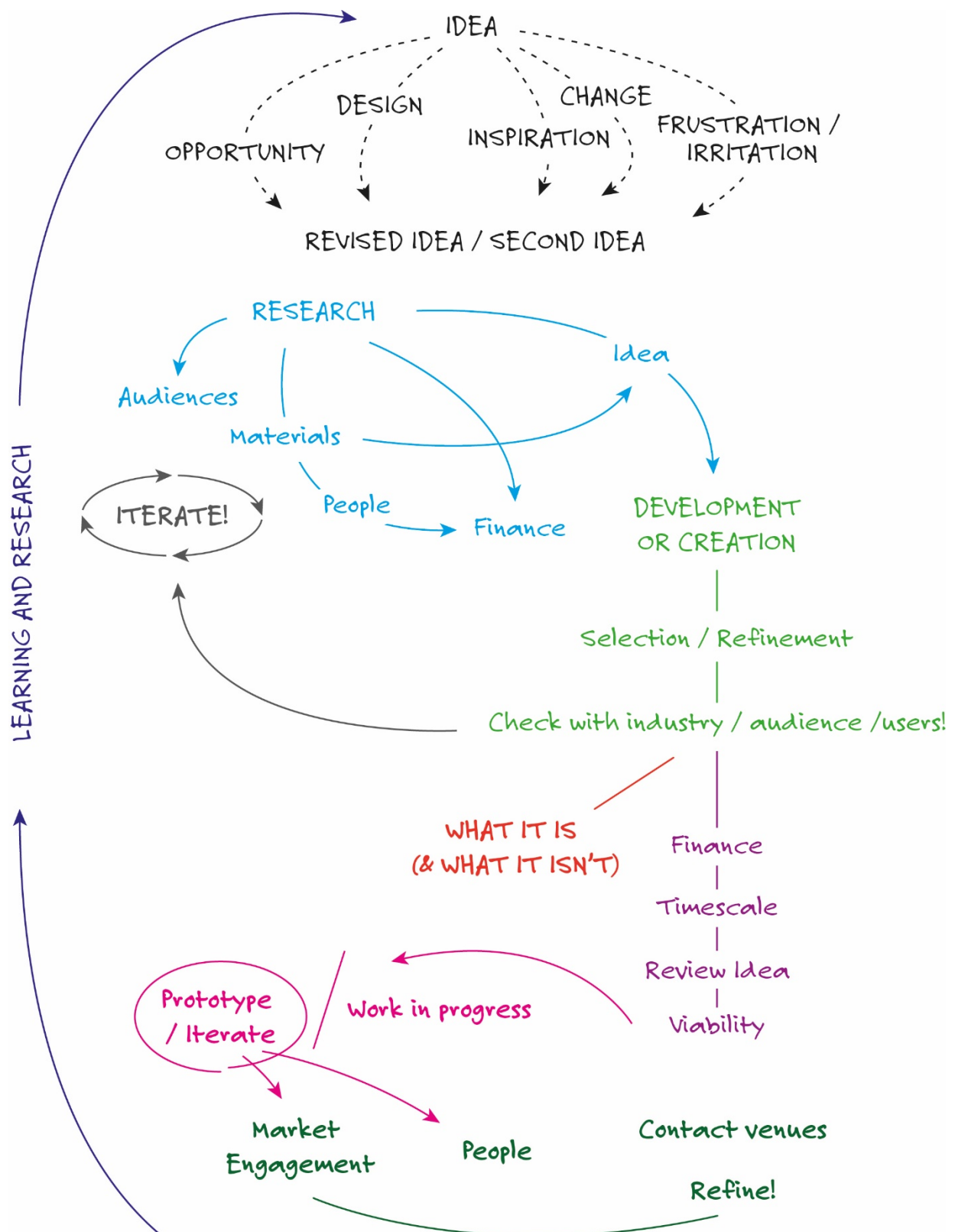
Once you have broken the whole process down, put the post-its in time order, what happens in what order? Are there elements that rely on other things, for example do venue managers book at particular times of the year? Are there deadlines for funders? Will some people only work for you if finance is in place?

Do you know how long it will take for each action to take place?

You have the beginnings of a value chain here. Make notes of the sections you are less certain about.

When you review your version of this, you will be able to begin to make choices about whether you are building a project by project way of working, or whether you want to start developing the next idea prior to the evaluation and final execution. All of this will include considering how you deepen the impact of your work – is it with new beneficiaries, or more with the same? (For example, Communittea, a social enterprise café that connects

and supports migrant women in East London and to work to manage its ongoing daily activities throughout the year on a daily basis. Headlong Theatre consistently has a play in rehearsal as well as 2 on tour, but DV8 dance makes a work, tours it, then has a period of research and development before their next work that sometimes takes more than a year. Glow And See creates knitwear that is high-vis, this is a seasonal business but needs to ensure that income is sustained throughout the year.)



Other worksheets you can access from www.dbace.org, either as standalone pieces or as a section in the main document, are:

Worksheet 1: From project to enterprise
 Worksheet 2: Can you write a pitch
 Worksheet 3: Do you want to work alone or with others?
 Worksheet 4: What are your skills and why do you do what you do?
 Worksheet 5: What sector are you operating in? Looking beyond you
 Worksheet 6: Why are you doing this / how will it change the world / who will it affect?
 Worksheet 7: Accessing others' help
 Worksheet 8: The value chain
 Worksheet 10: Research, research, research
 Worksheet 11: How will you find and engage your customers/clients/beneficiaries/users?
 Worksheet 12: Project planning, financial management and modelling
 Worksheet 13: Hands off, that's mine not yours! (The intellectual copyright bit)
 Worksheet 14: What kind of language is that? How to write appropriately
 Worksheet 15: What next?
 Worksheet 16: Some useful sources to look to for support and information

About DBACE

The Deutsche Bank Awards for Creative Entrepreneurs (DBACE) is an awards programme open to any UK resident aged 18 – 30 years old (applicants must be 18 when the awards open on January 16, 2019 and not older than 30 years old by June 30, 2019). The award provides financial and business support to help start or grow creative enterprises.

Since 1993 DBACE has supported over 200 new ventures. In 2019, Deutsche Bank is working with MeWe360 to relaunch the programme with a focus on supporting visionary creative entrepreneurs driven by a mission to create and sustain social value through their enterprise.

DBACE aims to reach ambitious individuals from all backgrounds with ideas that will improve the lives of others and the communities we live in.

About the authors of the Guide

Adrian De La Court is a creative advisor, academic and business development consultant, as a critical practitioner he trained and worked professionally as a fine artist, live artist and contemporary dancer and choreographer. He has developed a strong portfolio career in the creative industries.

Siân Prime has worked to find new, impactful ways to engage highly creative individuals and social innovation and cultural organisations in sustainable practice. They have worked together in a range of roles, but most recently at Goldsmiths, University of London where they lead the entrepreneurship education work.

For this Guide as with much of their work they have collaborated with We Made This, and the founder of the design Agency Alistair Hall, he brings great clarity to their thinking as well as his visual communication skills.