



THE CREATIVE IDEA SEMINAR

BY

**YOUTHS ENTERPRISE DEVELOPMENT & INNOVATION SOCIETY
(YEDIS)**

AT

**OSPOLY IREE CAMPUS
OSUN STATE, NIGERIA**

5th of May 2021

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INTRODUCTION

A creative idea in entrepreneurship development is defined as a novel way of building value into either an existing product or new business development. It is a process of solving an identified problem or gap in a business environment.

The creative idea seminar was organized by “Youths Enterprise Development & Innovation Society” (YEDIS) for young males and females at different sections.

OBJECTIVES

- To explore the youth creative talent
- To add value to existing business/ product and or creation of a new venture
- To encourage idea generation and entrepreneurship development
- To foster the spirit of social capital
- To promote self-reliance and industrialization
- To establish gender equality in the field of entrepreneurship education

METHODS

- a. They were grouped into males and females.
- b. Each group was asked to design a valuable product or create an innovative business on a cardboard within 30 minutes.
- c. They were instructed to:
 - draw and write the features of the business.
 - show impact of the design business on the economic development.
 - establish the performance characteristics of the business.
 - link the proposed creative with United Nations Sustainable Development Goals.
- d. The designs were submitted for assessment and the best 15 creative ideas out of 96 youth participants rewarded by the organization at the subsequent seminar held on 26th of May 2021.

SEMINAR PICTURES







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Useful links

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Linkedin: <https://www.linkedin.com/company/youths-enterprise-development-and-innovation-society>

YouTube: <https://youtube.com/channel/UCmDVVYaA5TMWkgLTqAqFWJQ>

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