

**Topic: Where to look for an inspiration for a business?**

Looking for an idea for a business is often the most difficult work which is connected to establishing a company. A good idea is the base, therefore it should be well considered and adjusted to market realities, our financial capabilities, but also to passion and interests because they play an important role as well.

Where to look for an inspiration?

Today's reality gives lots of possibilities. Ideas for business are everywhere. Sometimes it comes immediately, sometimes we have to strain strength and look for our own. While looking for an idea it is worth to remember that getting down to something we are familiar with or to something what is our passion is the best and easiest option. If you have a specific education, learnt job, a profession in a hand or passion and we are decided we want to develop the business in this direction, it is already half success.

If you already had worked in an industry and you have appropriate experience, you should consider whether a company with similar nature of business to your previous work wouldn't be a good idea. For sure it is a good solution for several reasons: you have the relevant experience, understanding of the industry, contact database.

If we do not have a specified idea and we need an inspiration, first of all it is observe surroundings, listen and talk about business.

One of basic ways for looking for business ideas, known for centuries, is for looking for business ideas is an observation of human problems. Our idea should be a solution for a problem. For example: for some people access to stores and shopping is a problem, shops online are a solution.

Other known method is being focused on meeting human needs and expectations. Not everyone has problems, but everyone has needs. At the beginning it is worth to talk to family, friends and colleagues. Ask them what kind of services and products they are missing, what would improve their work or make their lives better, what they are ready to spend money on? Maybe you will find the idea then?

Meeting with business people, mature and young entrepreneurs are very inspiring. Those people you can meet during different conferences, seminars, workshops such as previously organised at the Kielce Technology Park „Kielce Days of Academic Entrepreneurship". You can talk to them, ask a persistent question. Their stories can be really inspiring.

Of course, the Internet, economic portals, blogs, internet forums are valuable sources of information where you can exchange your insights, ideas and talk about them with other people. A good method is also subscribing newsletters, through which we keep up to date with market information.

It is worth to read professional press, listen to the radio, look for hints in economic programmes. From them we can find out about new technologies, trends on the market.

What is very important, you must keep up to date with the market, follow and monitor changes coming from both micro and macro environment. Situation on the market changes all the time, but you can also separate some trends, which keep are stable for a longer period of time. Even the bravest project must fit into realities to succeed. It is worth to listen to financial analysts and forecasts.

It is often a good idea to observe a far market, where are similar realities. We can check then, how good service or production activities perform there, so you can try to move them to the local market. Maybe they will have a chance in our case as well.

The more sources we will use for gaining knowledge and inspiration, the bigger probability we have that a really good business idea will pop up in our head.