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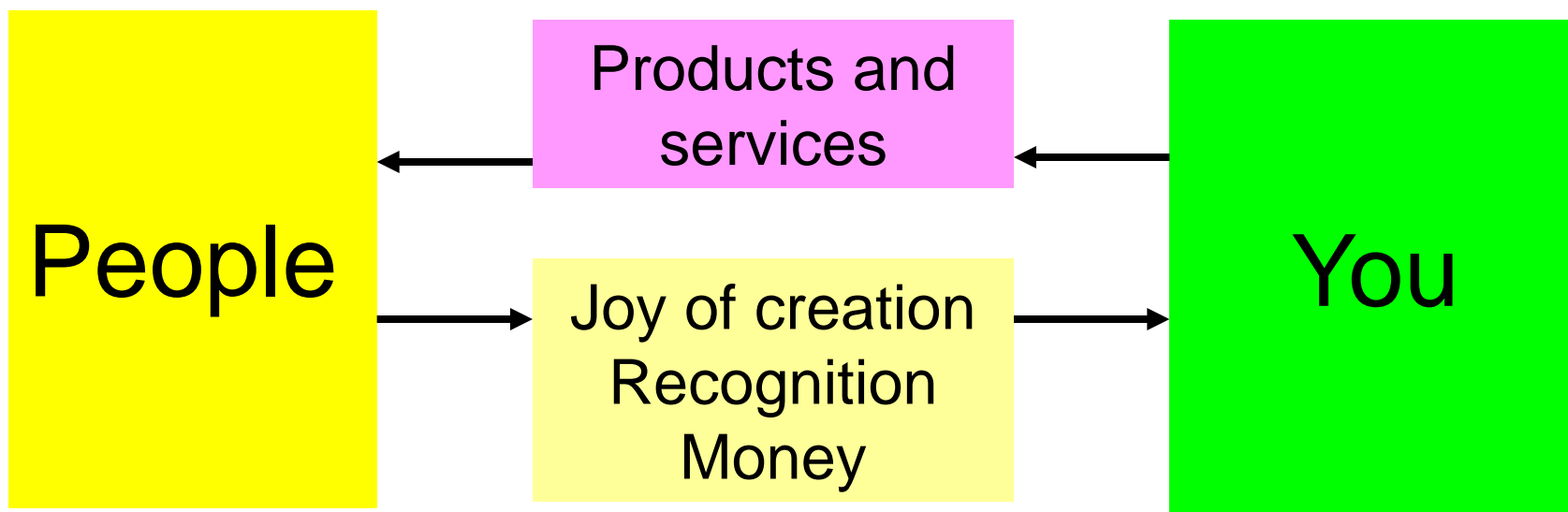
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**DISCOVER YOUR CREATIVE PASSION**



# Products and services making people's lives better and bringing to you joy of creation!



# Step 1: My creative passion!

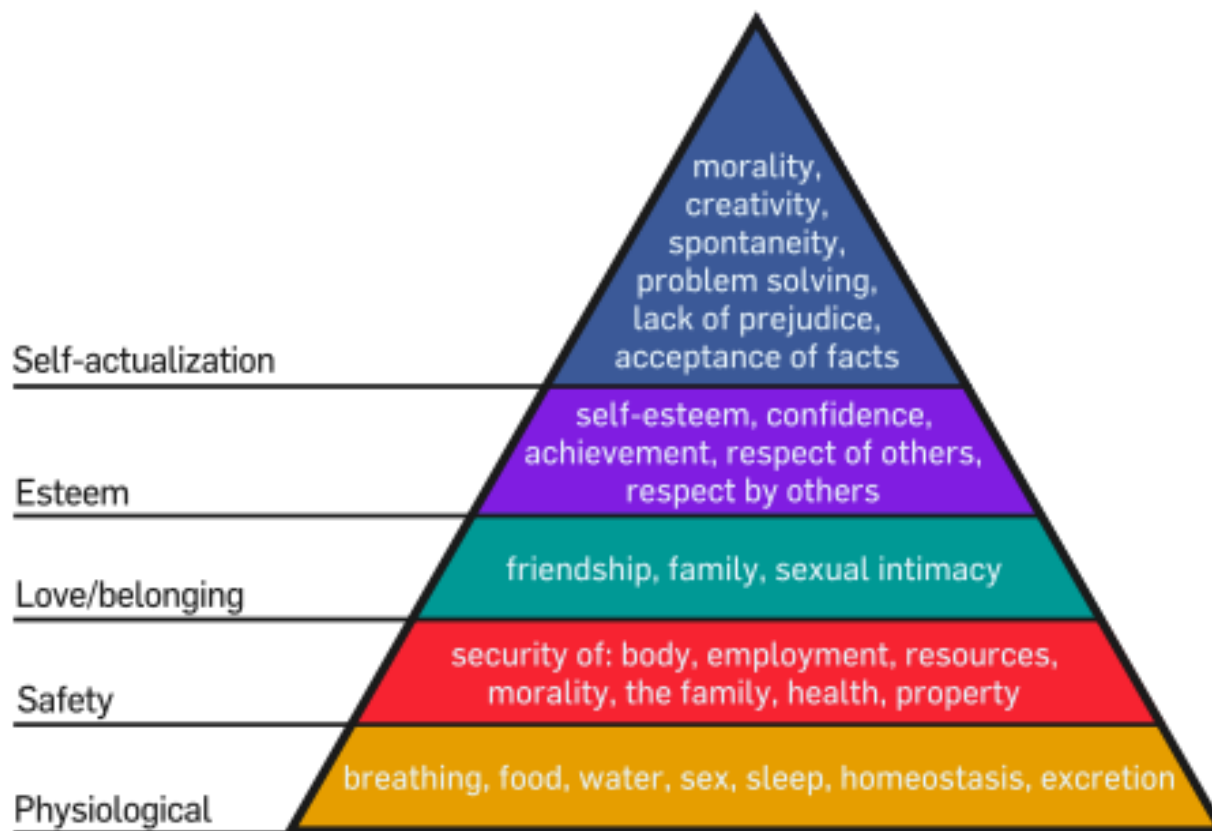
# What is my creative passion?

<p>What am I good at? My special knowledge and skills!</p> <p>5+</p>	<p>What do I love to do?</p> <p>♥</p>
<p>What do I really believe in?</p> <p>☹ ☺</p>	<p>I will do my best!</p> <p>➤➤➤</p>

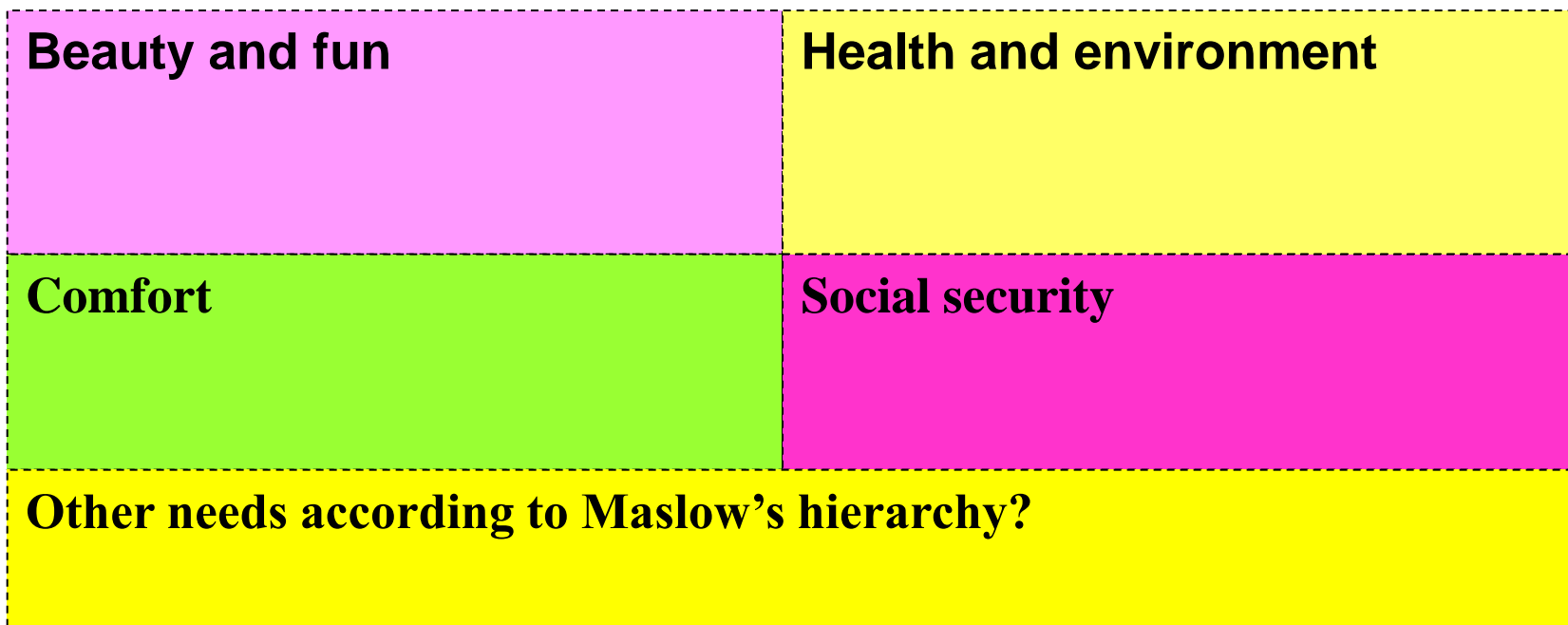
## Summary!

# Step 2: Human needs

# Maslow's hierarchy of needs



# Human needs



# Step 3:

**My creative passion + other people's needs  
= new products and services**



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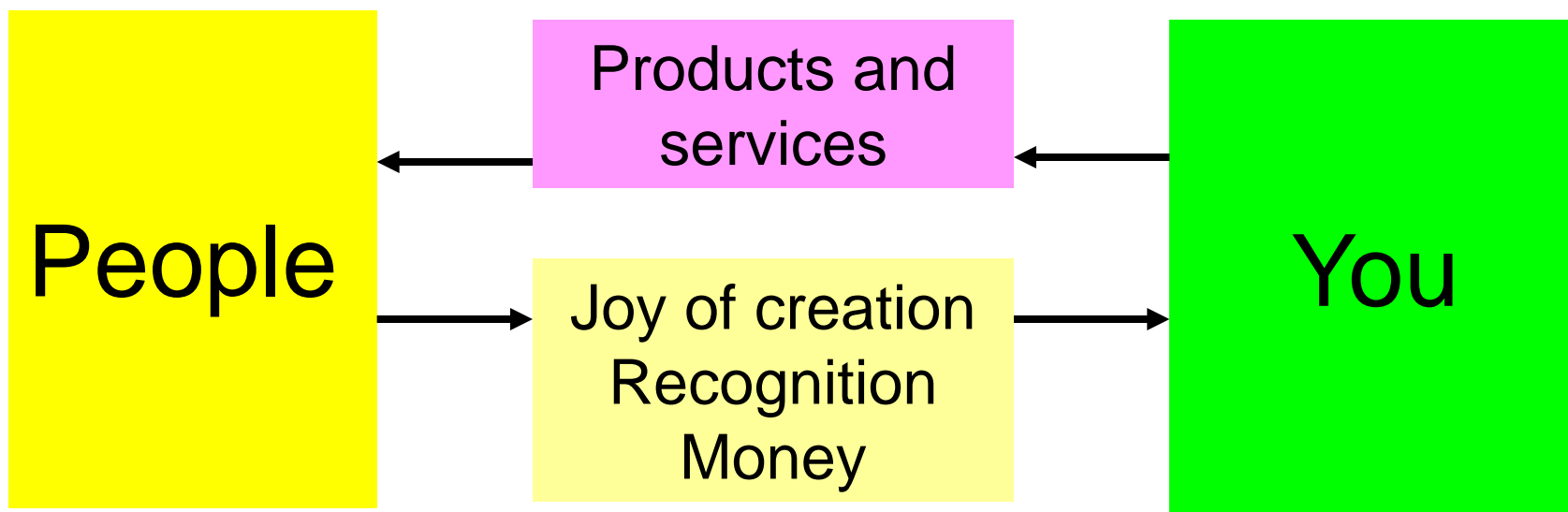
# My creative passion + other people's needs = products / services

<p>Passion to make people's lives more beautiful and meaningful!</p> <p>(Fashion, movies, theater, music)</p>	<p>Passion to make people's lives more comfortable and easy!</p> <p>(Mobilephone, mobile applications)</p>
<p>Passion to create secure and clean living environment!</p> <p>(Green food, recycled clothes, green energy)</p>	<p>Passion to assist people in solving their social problems!</p> <p>(hotels providing qualification and job to youngsters unsecured families)</p>
<p>Passion to serve any other kind of people's needs?</p>	

# Step 4:

## My creative and sustainable business idea

# Products and services making people's lives better and bringing to you joy of creation!



# Step 5: Checklist

Is your business idea really creative and sustainable!

# Checklist:

1. Does my product / service satisfy other people's needs. Does it make others lives more meaningful, easy, beautiful, secure? (yes / no)
2. Does my product / service provide me feeling of self-fulfilment and joy of creation? (yes/no)
3. Can my business idea be profitable? (yes/no)
4. Is my business idea ethical? (yes/no)
5. Does my business idea meet national laws? (yes/no)

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# Be master of your destiny!