



# “TURN YOUR DREAM INTO DOLLARS.

From Idea Generation to Implementation.

- Fatema Dewji, Founder & Speaker

- Coffee with Fatema – 60th Session
- Date: January 11th | Duration: 1.5 hours



## TODAY'S OUTCOMES.

### *What You'll Gain Today*

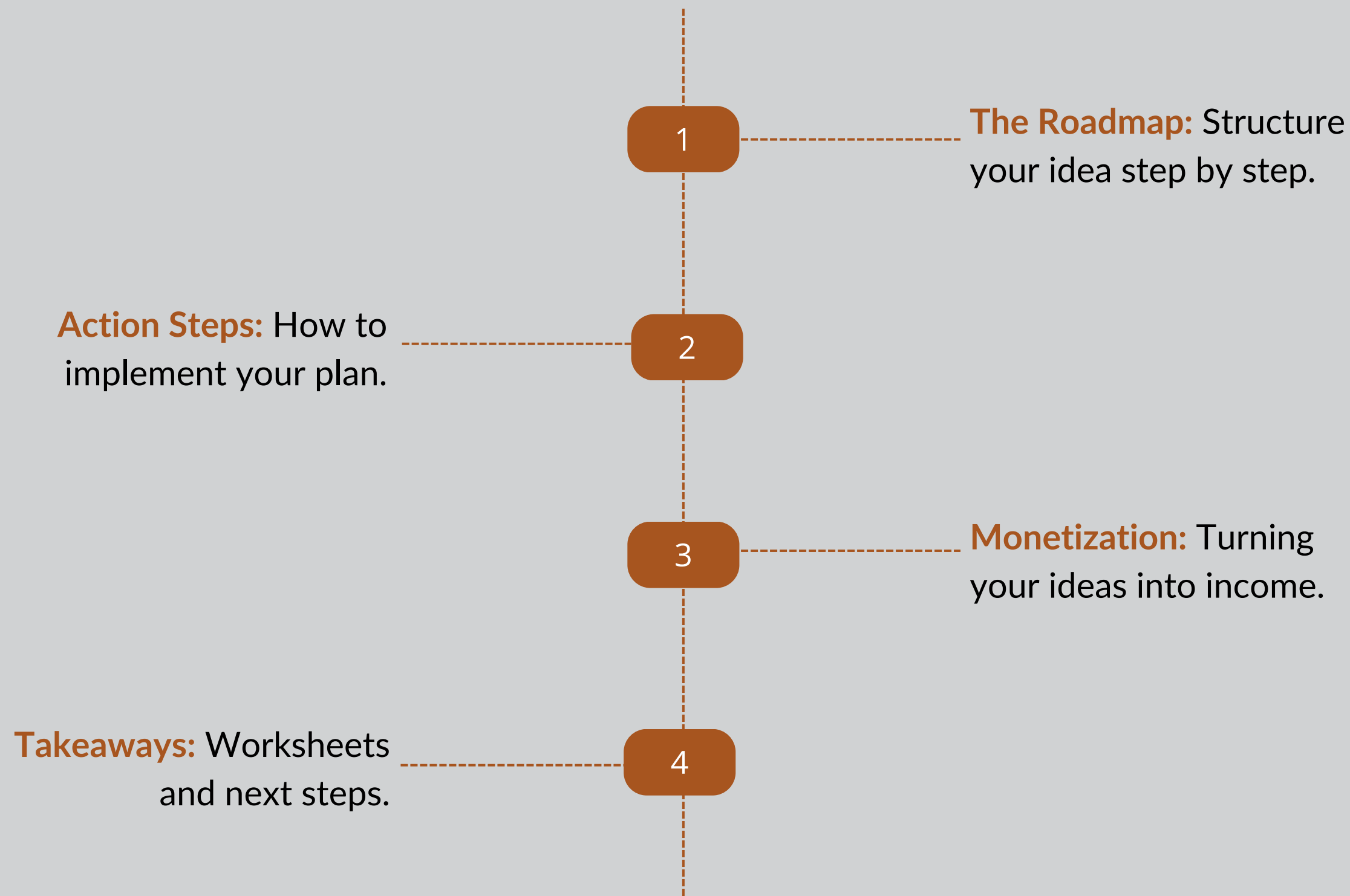
Today, we'll take a journey: from coming up with impactful ideas to turning them into money-making ventures. If you've ever felt stuck or unsure where to start, this session will give you the clarity and confidence to move forward.

- **Generate ideas that align with your passion and purpose.**
- **Learn the step-by-step process to bring those ideas to life.**
- **Discover how to monetize and grow your ideas sustainably.**

# IDEA CREATION

**EVERY GREAT BUSINESS STARTED AS AN IDEA.**

*What Problems Can You Solve Creatively?*





## EVERY GREAT BUSINESS STARTED AS AN IDEA.

*What problems do you see in your life or around you?*



AIRBNB



CANVA



UBER

### Embrace Creative Problem Solving

**Tip:** Ideas don't have to be perfect. Start with what excites or frustrates you.

# THE IKIGAI FRAMEWORK



## FIND YOUR PURPOSE THROUGH IKIGAI.

*Discover the Overlap of Passion, Skills, Needs, & Income*



### Activity:

*Fill out your Ikigai diagram (handout).*

*Reflect on areas of overlap.*

**Example:** If you love cooking, are skilled at creating recipes, and see a demand for healthy meal kits, your Ikigai might lead you to start a meal delivery service.

# BRAINSTORMING TECHNIQUES



## HOW TO UNLOCK CREATIVE IDEAS

*From Problems to Solutions*



### Problem-Solution Approach:

"What frustrates you? What's missing in the market?"

Example: Not finding affordable yet stylish furniture → Home Woods started offering custom pieces.



### Observation Technique:

Pay attention to what people struggle with or repeatedly complain about.

Example: Not enough quiet spaces to work → coworking spaces.



### Mind Mapping:

Start with one central idea and branch out into related ideas or solutions.

**Activity: Write down 3 daily frustrations or gaps you've noticed. Pair up to brainstorm solutions.**

# The Roadmap

## FROM DREAM TO PLAN: YOUR BLUEPRINT FOR ACTION

*Step-by-Step Milestones to Reach Your Goal*

### Step 1: Define Your Goal

What is your idea? Who does it help? Why does it matter?

**Example Goal:** Create affordable, stylish furniture for young professionals in urban areas.

### Step 2: Break It Down

(Week 1)

Research your market.

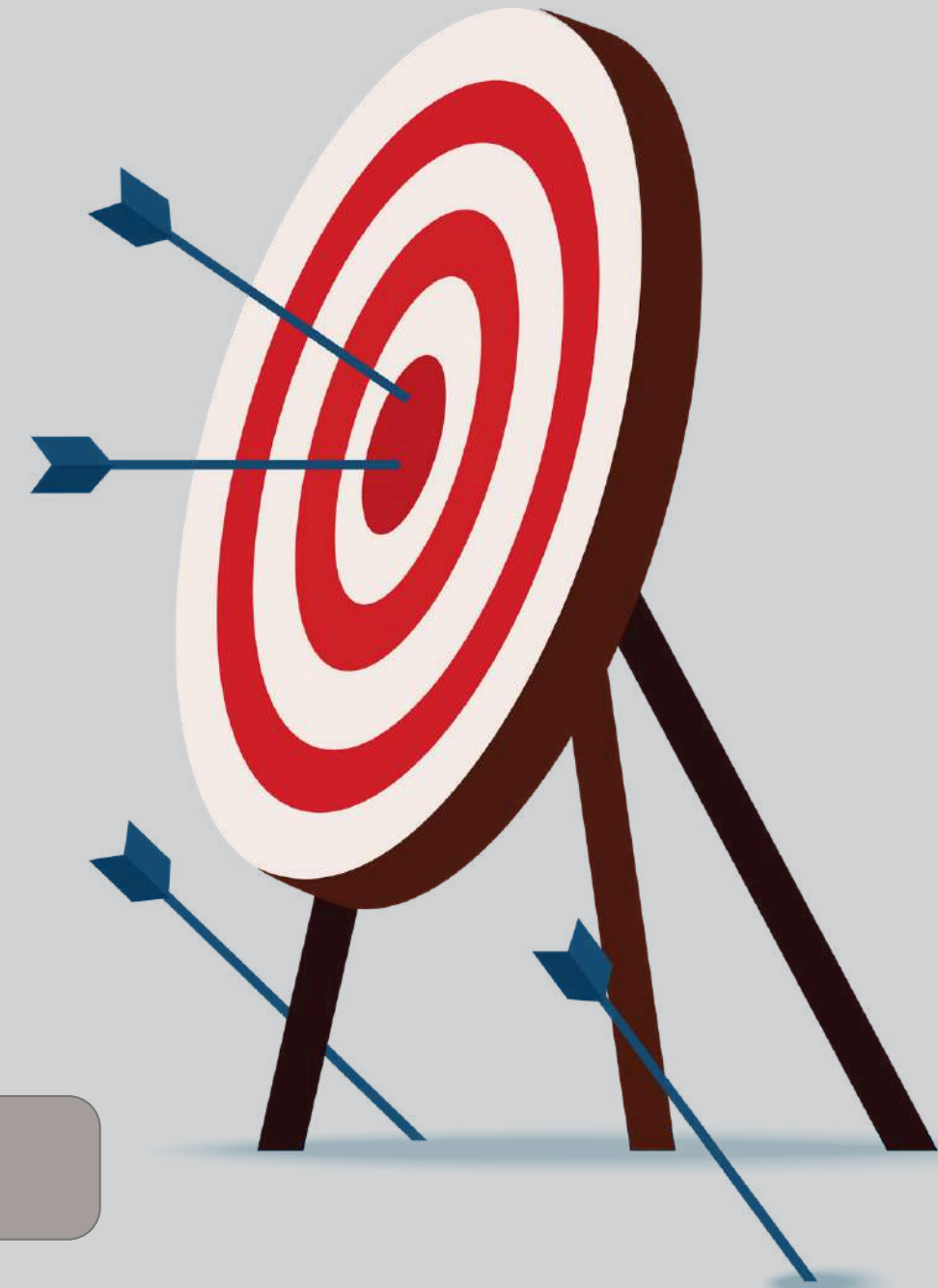
(Week 2)

Test your concept.

(Week 3)

Develop a prototype.

*Activity: Create a roadmap for your first 30 days using the template provided.*



# Validate Your Idea

## TEST BEFORE YOU INVEST

*Start Small, Get Feedback, and Refine Your Idea*



Conduct surveys.



Share a prototype or sample.



Get feedback from a small group.

*Activity: Create a roadmap for your first 30 days using the template provided.*





# The Roadmap

## IMPLEMENTATION

*Taking Action: Where the Magic Happens.*



### Start Small, Start Now:

Don't wait for perfection. The first step is often the hardest.



### Stay Consistent:

Dedicate a set amount of time daily or weekly.  
Example: "Work on your idea for 1 hour a day."



### Adapt and Improve:

Use feedback to refine your idea and process.

*Activity: Write down the first action you'll take this week.*



“ THE JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP. ”

# Overcoming Challenges

WHAT'S HOLDING YOU BACK?

*Fear, Doubt, or Resources? Let's Solve It Together*

**FAIL**

**SUCCESS**

## Common Fears:

- Fear of failure.
- Lack of time or money.
- Self-doubt.

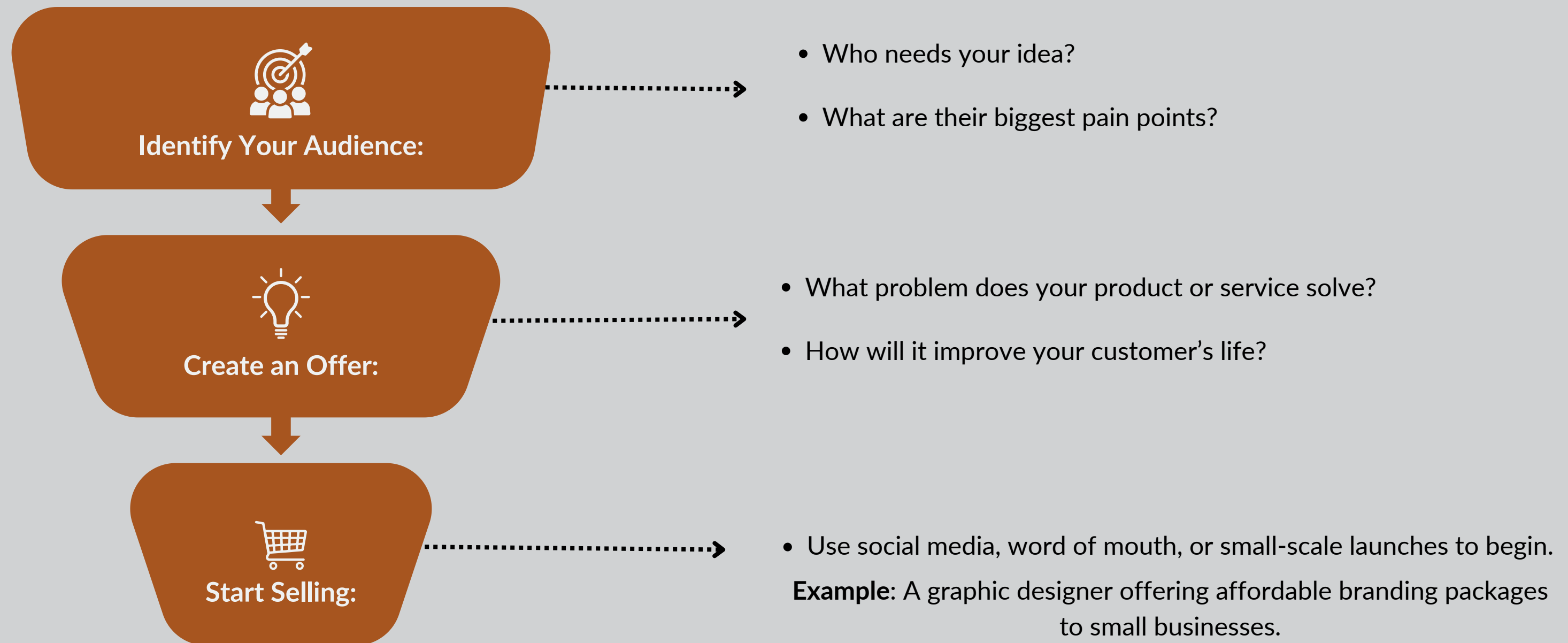
## Solutions:

- Start small and grow gradually.
- Find mentors or accountability partners.
- Celebrate small wins to build confidence.

# Monetization

## TURNING IDEAS INTO INCOME

*Identify Your Audience, Create an Offer, Start Selling*



“—  
| **People don't buy products, they buy solutions.** |  
—”

# Monetization Tools

## Practical Ways to Monetize Your Idea

*Products, Services, Subscriptions, and More*



### Products:

Physical or digital items.



### Services:

Consulting, coaching, or specialized expertise.



### Subscriptions:

Monthly memberships or access to exclusive content.



### Workshops or Events:

Teach others and build your brand.

*Activity: Use the worksheet to describe what you'll offer and why people will buy it.*



# Your Next Steps

## What's Your First Step?

*Reflect, Commit, and Take Action*

Reflect on today's session & your roadmap.



Share your progress with someone to stay accountable.

Commit to taking one small action this week.





# Takeaways

## YOU'RE READY TO TURN YOUR DREAM INTO DOLLARS!

### *Key Lessons and Tools to Begin*

Creativity starts with solving problems.

Break your goals into manageable steps.

Consistent action and testing lead to success.

Monetization is about adding value to people's lives.

“—  
| **You have the tools. Now it's time to act!** —”  
|

**Thank You**



***“Every Big Success Story Started With One Idea and One Action.”***