

DEEP IDEATION · A COURSE FROM IPGURU

What is an idea, and when is it an invention?

A taught course in structured brainstorming and IP development. Eighteen masterclasses and six labs take one idea to a described invention, with a stated advance and a decision on where it goes.

Online

In person

Licensed to teach

No patent background needed

SESSION 0 · 45 MINUTES

Everyone has ideas. Very few become inventions.

The distance between them is work, and the work can be learned. Three things make an idea an invention:

New

Nothing like it is already public.

Useful

It does a job someone needs done.

Not obvious

A skilled person would not simply arrive at it.

The premise: evidence first, decisions second, money last.

THE WORKED EXAMPLE · ALL SIX LABS

The cooling seat

One real idea runs through the course, so you see the inventor's decision at each step.

ON THE WAY IN

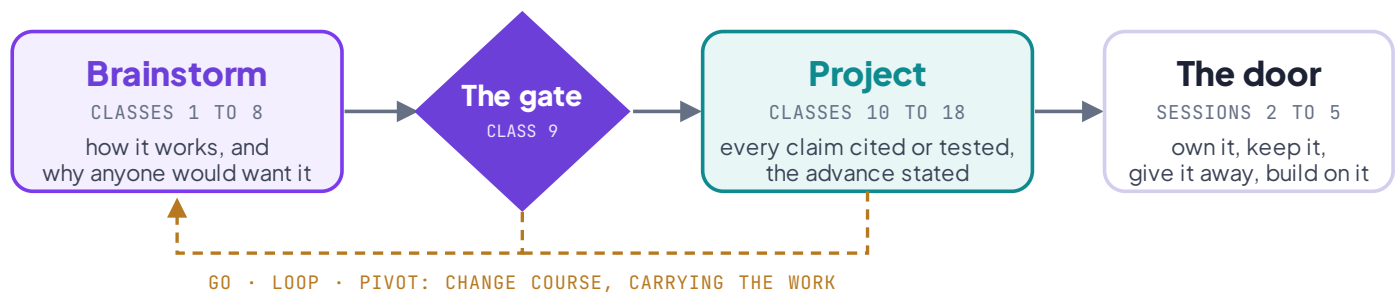
A heatwave, and an older person who cannot leave a hot flat. A wish, not yet a design.

ON THE WAY OUT

A phase-change cooling seat, described well enough to build, with what is new and what is still open.

Brainstorm, gate, project, door

A documented start can enter at the gate.



Eight questions, answered on your own idea

CLASSES 1 TO 3

Is this an idea or an invention?

What is it, and for whom? Could a stranger repeat it back?

CLASSES 4 TO 9

Does it work, and would anyone want it?

What does it rest on? What would a sceptic say first?

CLASSES 10 TO 14

Is it new, and can I prove it?

What already exists, by name? What exactly is the advance?

CLASSES 15 TO 18

What should I do with it?

Who owns it? Patent it, keep it secret, publish it, or build on it?

Who it is for

Each arrives with something real. No patent or legal background is assumed.

Would-be inventors

The evidence, before the savings go in.

Graduates

A portfolio piece on an idea of your own.

Small and medium firms

The next version, and what to keep quiet.

Universities

A term-length seminar under your name.

The syllabus

Eighteen classes in six parts, each with a lab on your idea.

BRAINSTORM · PARTS 1 TO 3

PART 1

Start and expand

A clear sentence and a full concept.

- 1 The honest sentence, intent and kind
- 2 Expanding with AI, and steering it
- 3 Lenses, methods and themes

LAB 1 The committed concept

PART 2

Consult

Concerns from people who know more.

- 4 Expert perspective and critique
- 5 The anticipated customer, then the real one
- 6 The stress test and the debate

LAB 2 The consultation log

PART 3

Visualise, and the gate

A picture, then go, loop or pivot.

- 7 Drawing to think, drawing to find
- 8 From function to form
- 9 From brainstorm to project

LAB 3 The visual pack and gate decision

PROJECT · PARTS 4 TO 6

PART 4

Ground

Every claim cited or tested.

- 10 Research with citations
- 11 Testing a hypothesis by experiment
- 12 The landscape and the prior-art search

LAB 4 The evidence

PART 5

Define

A description others could build from.

- 13 The enabling description
- 14 The novelty statement and market test

LAB 5 The enabling description

PART 6

Evaluate, and choose a door

Strengths, exposure, and a door.

- 15 Signals, not scores
- 16 Readiness levels
- 17 Ownership and the second gate
- 18 Handover, disclosure, the door

LAB 6 The invention pack, complete

What you walk out with

An invention pack: one sheet with what it is, how it works, what is new, and what is open.

- ✓ Problem, person, success
- ✓ Criteria and decisions
- ✓ Drawings and description
- ✓ What is new, in three lines
- ✓ How it works, and its parts
- ✓ Concerns and checks
- ✓ The closest existing thing
- ✓ Readiness, ownership, door

The evidence rule. Every claim is stated, cited, or tested.

Four doors, chosen on a fact

Sessions 2 to 5 take one door each, half a day each.



Own it

Patents and the decision to protect.



Keep it

Trade secrets, and the know-how moat.



Give it away

Open source and defensive publication.



Build on it

Founders, crowdfunding, crowdsourcing.

Formats

Workshop day	Session 0, classes 1 to 3, Lab 1	1 day
Weekly class	One part and its lab a week	6 weeks
Self-paced	Recorded classes, labs online	Your pace
University seminar	Seminars and readings	1 term
Idea hackathon	Teams work Labs 1 to 3	1 to 2 days

Included with the course



An IPGuru account

Unlimited brainstorming and one full project.



Lab sheets in two forms

For IPGuru, or for any assistant you use.



Teach it yourself

License it and teach it under your own name.

Bring one idea, in any state.

A problem, a product, a result, or a hunch. The first hour turns it into a sentence a stranger understands.

ipguru.ai/deep-ideation.html



Nothing in the course is legal advice. Protection is taught as a set of design questions, and names, scope and terms differ by country.