



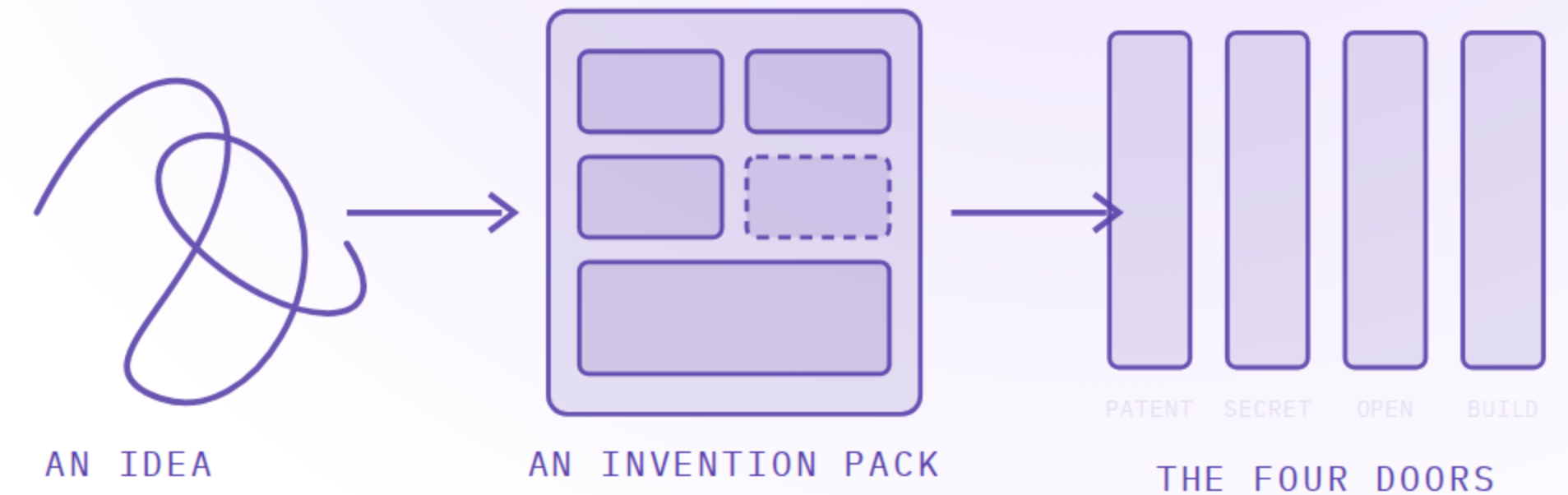
IPGuru.ai

Deep Ideation

COURSE OVERVIEW AND SYLLABUS

A structured method for brainstorming and IP development

From any starting point, a problem, a product, a discovery, an idea, to a described invention with a stated advance, and a decision on where it goes.



What Deep Ideation is, when it applies, and who it is for

What it is	A structured method that takes an idea from any start and refines it, step by step, into an invention: a described thing that works, with a stated advance. It then tests the invention, defines what is new, and chooses a destination: protect it, keep it secret, publish it, or build on it.
Why a structured method	Unstructured brainstorming produces lists. A structured method produces a record: every claim marked as stated, cited or tested; every decision with its assumption; every gap named. That record is what an IP decision, a build, a funder or a professional needs, and it is the same record whether the idea is a product, a process or a way of working.
When it applies	Whenever there is an idea and no reliable way to tell whether it is finished, whether it is new, or what to do with it next. Before money is spent. At a company, on the next version of something you already sell or run; alone, on a problem you have decided to solve; in a lab, on a result with no chosen application.
Why learn it	The techniques are the ones strong teams already use, under their industry names. With AI as the tool, each step takes minutes instead of days, and the work shifts to directing it, judging it and deciding. The course teaches that judgment, and the evidence behind each technique.
Who it is for	A professional with an idea: a founder, an engineer or product owner in a small or medium firm, a researcher with a result, a student with a capstone, an inventor working alone. No patent or legal background is assumed. Protection is taught once, as a core concept, and treated as one destination among several.

Four people with an idea and no reliable way to find out what it is worth



THE WOULD-BE INVENTOR

An idea, and the question of whether to build a company on it

You get a described invention, the evidence for and against it, and a decision: which destination session to take, what to do next, and whether to carry on, made before the savings go in.



THE GRADUATE

Skills and a project, and no job yet that asks for them

You get a finished invention pack on an idea of your own: a portfolio piece that shows judgment, method and evidence, and a founder path if it holds up.



THE SMALL OR MEDIUM FIRM

A product or process that needs its next version

You get the next version described against the current one, the improvements nobody outside can see, and a decision on what to keep secret and what to file.



THE UNIVERSITY

Graduates, alumni and research teams with something to move

You get a term-length seminar, labs on the student's own idea, an invention pack each student fills in, and a licence to teach it under your name. It also carries research transfer: a lab team or a technology transfer officer brings existing results and leaves with a development or partnership decision.

If the idea turns out to be patentable, you will already hold what a professional needs. That is a bonus, not the point.



Most ideas fail late, after the time and money went in, because nobody checked early

THE USUAL WAY		THE DEEP IDEATION WAY
First move	Build something, or pitch it, on a sentence and a feeling	Describe it until a stranger could repeat it back, then expand it
Who gets asked	Friends, who are kind; then a professional, late and by the hour	Specialists, sceptics and customers first , in minutes, then real people with the right questions
What is new	Assumed, until a search or a competitor says otherwise	Searched formally once the idea is defined, and stated against the closest thing
When you find out	After months, when the money is spent	Before the money , with a record that says why
The cost of a step	Days by hand, so most steps are skipped	Minutes with AI as the tool, so none are

Evidence first, decisions second, money last. The course is the discipline that makes that order the easy one.

Eight questions every inventor asks, answered on your own idea



CLASSES 1 TO 3

Is this an idea or an invention?

What is it, exactly, and for whom? Is it described well enough that a stranger could repeat it back?



CLASSES 4 TO 9

Does it work, and would anyone want it?

What does it rest on? What would a specialist, a customer, a sceptic say first? Is it ready to become a project?



CLASSES 10 TO 14

Is it new, and can I prove it?

What already exists, by name? Which claims are cited, which are tested, and which are still hopes? What exactly is the advance?



CLASSES 15 TO 18, SESSIONS 2 TO 5

What should I do with it?

Who owns it? Where is it strong and where exposed? Patent it, keep it secret, publish it, or build on it, and what does each cost?

Each question is answered with evidence, on the sheet, in words a professional, a funder or a maker can act on.



Your own idea, worked all the way to an invention pack



THROUGH THE LABS

One idea, six labs, one invention

Every lab runs on the idea you bring. By the last one it is an invention pack: a buildable description, a novelty statement, the evidence, and a chosen destination.



THE JUDGMENT

The method, and the evidence behind it

Eighteen techniques under their industry names, each with what it is good at and what it is bad at, so you can direct AI to do the work and judge what comes back.



THE RECORD

A record others can act on

Every claim marked stated, cited or tested; every decision with its assumption; every gap named. What a patent professional, a funder, a co-founder or a maker asks for first.

A lab sheet for every part, and a pack status you state yourself: described, demonstrated, ready for further development, or awaiting review.

The idea may fail. The pack does not: a well-described idea that turns out not to be new is still a finished piece of work, and you find out before the money. Nothing further is asked of you to finish the classroom pack.



The invention pack: one sheet that states what it is, how it works, what is new, and what is still open

PROBLEM, PERSON, SUCCESS

One person, what changes for them, and how you would know.

WORKING PRINCIPLE

How it works, with the effect named and its limit.

EVIDENCE

Every claim: stated, cited, or tested, with the record.

WHAT IS NEW

New, unique, not obvious: three statements, each against the closest thing.

INTENT AND KIND

What you want out of it; a product, a process, a method, a material, a system.

COMPOSITION

What it is made of; what moves; what the person touches.

THE CLOSEST THING

What already exists, named, and what this must beat.

CRITERIA AND MEASURES

What good looks like, each with the quantity it is judged by.

TENSIONS AND DECISIONS

Where one criterion fights another, and what you chose.

OPEN

The decisions not yet made, listed, not hidden.

FILLED AS THE COURSE RUNS

FORMAL VIEW

IN USE

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Greenfield, brownfield and technology push enter the same method



GREENFIELD

A problem, or something new

A pain you have decided to do something about; or a discovery, a result, an idea for a thing that does not exist yet, where the problem still has to be found.

You learn to find the altitude and write the problem for one named person.



BROWNFIELD

Something that exists, and is documented

The product you sell, the process you run, a spec, a prototype, a previous project, or a patent: yours, expiring, or one to design beyond.

You learn to characterise what you hold and write the next version's sentence.



TECHNOLOGY PUSH

A capability that works

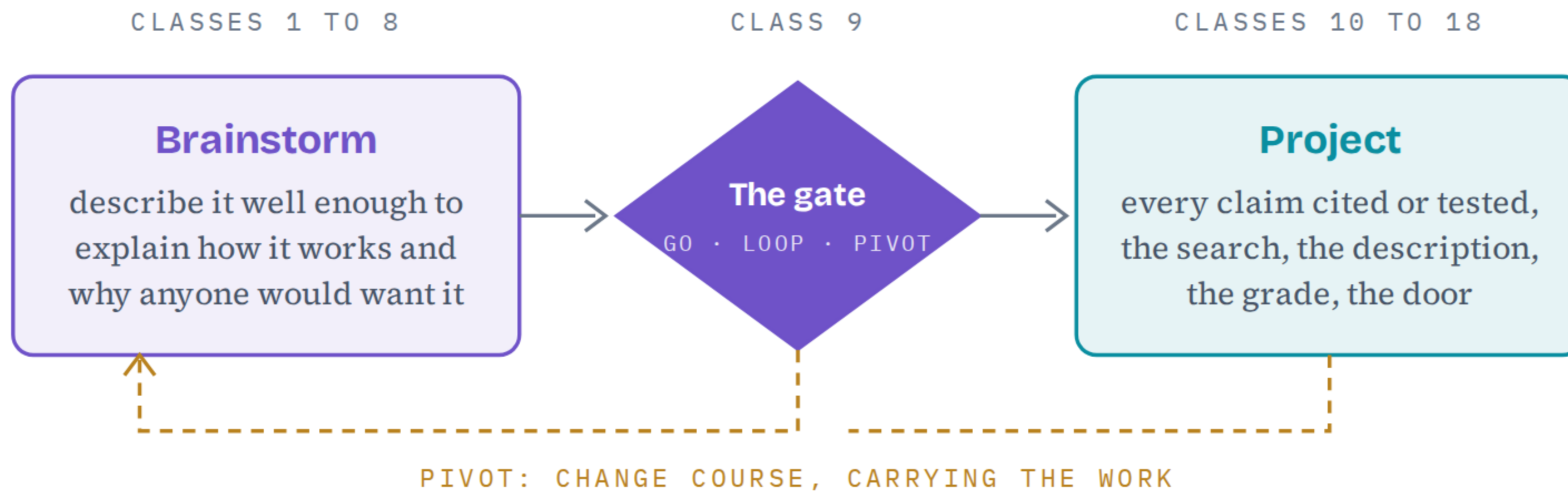
A material, a device, a process out of a lab or a bench, with no chosen application.

You learn to state the performance envelope and choose the application on written criteria.

Every start is legitimate. They differ only in the first move, and the course teaches each one.



Brainstorm, gate, project, pivot



Nothing in the brainstorm asks whether the idea is protectable, only whether it is described.

The formality starts when it becomes a project: evidence, prior art, ownership, readiness.

A documented start can enter at the gate. The brainstorm is optional.

The masterclass format

- 1 **A fact about the world.** Something checkable, with its source and its sample size said aloud. Never a rule that is only true inside the course.
- 2 **A thesis that could be wrong,** and the strongest objection to it answered at full strength, conceding where it is right.
- 3 **The technique,** under its industry name, with what it is good at and what it is bad at.
- 4 **A worked example,** on screen, showing the inventor's decision, not just the output. It is built for teaching, and a course may run its own recorded example in its place.
- 5 **A seminar question,** with no settled answer, and two to four readings.



THEN THE LAB

Your own idea, every time

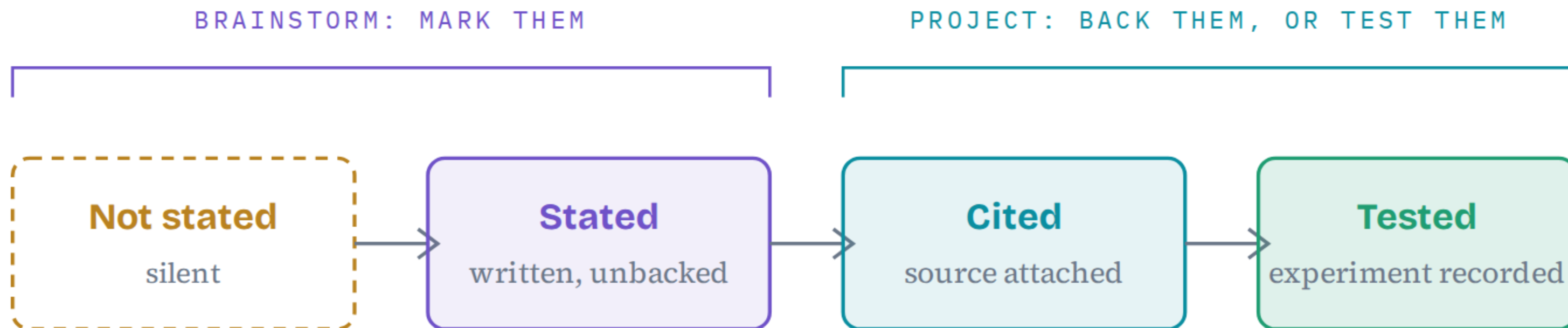
One lab per part, on your idea, with a sheet whose fields are the tiles of the invention pack.

Two forms: the IPGuru version, which the worked examples also run in; and one that needs nothing but the sheet and whatever assistant you already have.

About twenty five minutes for the class and its example strip, then the seminar and the lab.



**Every claim is not stated, stated, cited or tested,
and the course moves each one to the right**



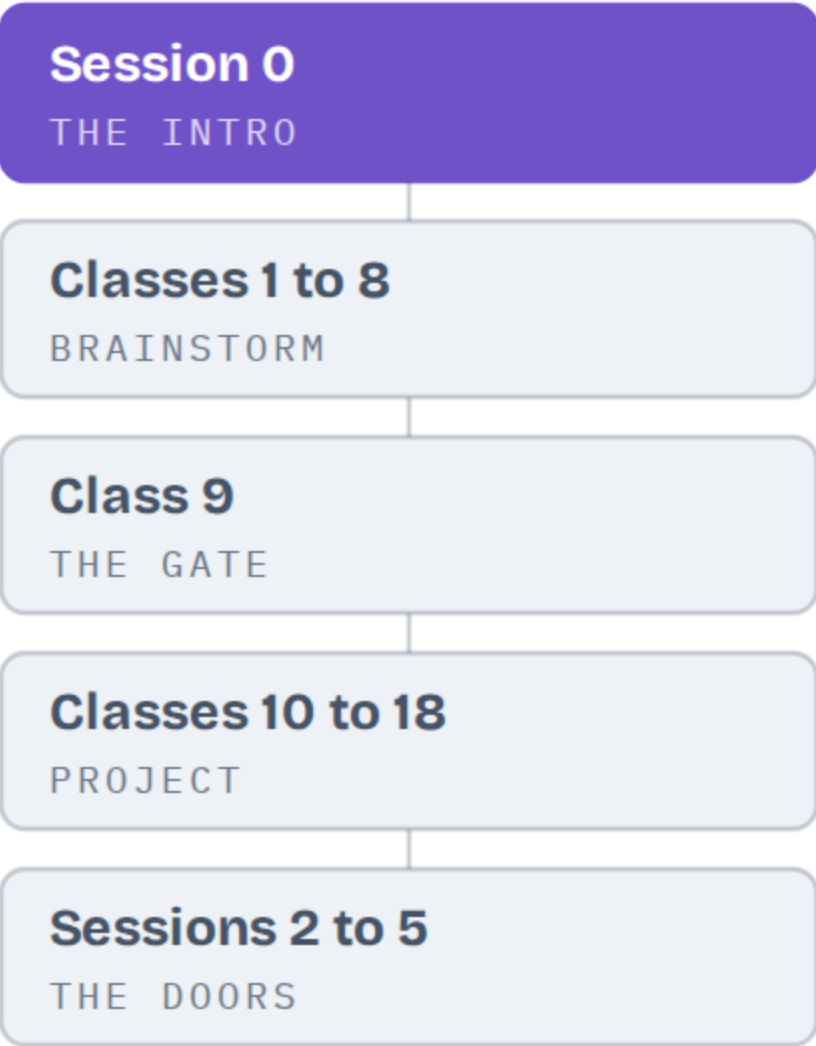
A recorded experiment counts the same as a paper you cited.

Research starts in the first hour: the questions the idea raises, the sources you would trust, and which questions need a test rather than a source.

A silent tile on the sheet is a decision not yet made, and is listed as one.

Session 0: what an invention is, and where one can go

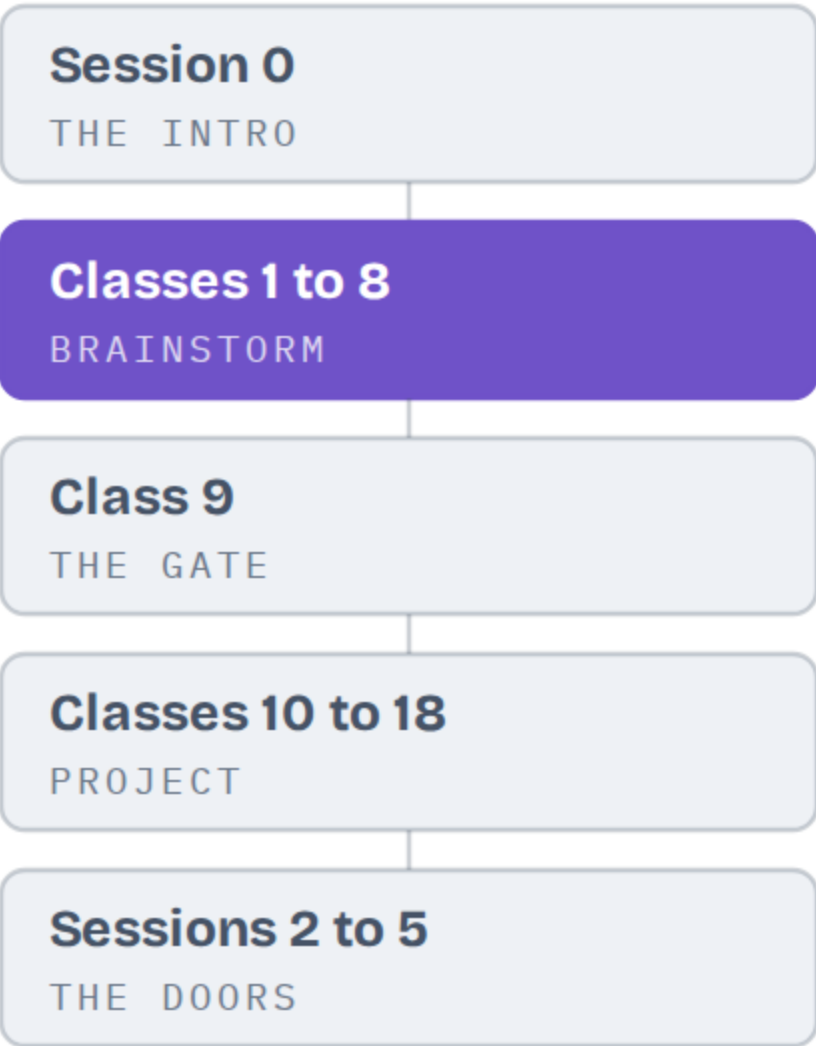
BLOCK	WHAT YOU LEARN
Start with the idea	One idea, on the way in and on the way out; the three things that make it an invention: new, useful, not obvious
The frames, and where they stop	Blue Ocean, design thinking, SCAMPER, TRIZ, jobs to be done, six hats: what each is unmatched at, and the point past which none of them go
What one person can now do	What AI is good at, what it is bad at, what only you can put in, and the four ways in
The premise	Evidence first, decisions second, money last
Where it can go	Prior art and the four questions patent systems ask; the four rights and the trade secret; what showing it in public costs. Taught once, as a core concept



Part 1: Start and expand (classes 1 to 3)

Outcome: a sentence a stranger understands, a full concept, and the questions it raises.

MASTERCLASS	WHAT YOU LEARN
1 Altitude, the honest sentence, intent and kind	Find the workable middle between an aspiration and a mechanism; discover the problem when you started from a solution; declare what you want and what kind of thing it is
2 Expanding with AI, and steering it	Read your own documents in first; grow the sentence into the anatomy of a concept; steer narrower and wider; curate, do not hoard; keep the four-lane ledger; write the research plan
3 Lenses, methods and themes	Frames that expand and frames that judge; fifteen methods that deepen one section; the tensions where one criterion fights another, and what you decided

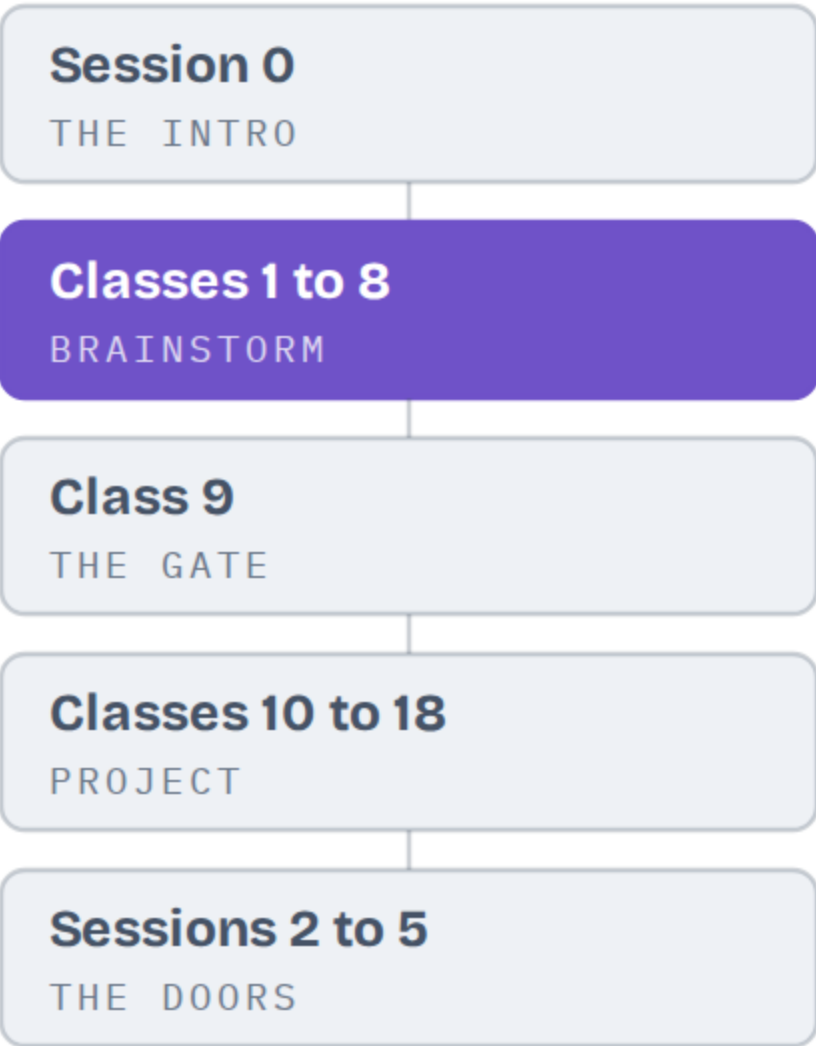


Lab 1: the committed concept: your honest sentence, the expansion curated, the ledger started, the research plan, and the "before" paragraph kept for the reveal.

Part 2: Consult (classes 4 to 6)

Outcome: the concerns of people who know things you do not, each with what would resolve it.

MASTERCLASS	WHAT YOU LEARN
4 The expert perspective and structured critique	One discipline's questions at a time; a fixed rubric ranked by impact; iterating with other experts until the idea is completely captured in writing
5 The anticipated customer, then the real one	Model the objections before the conversation; then customer discovery that cannot flatter you
6 The stress test and the debate	Load-bearing assumptions, failure modes, the check for each; nine verification methods; both cases at full strength

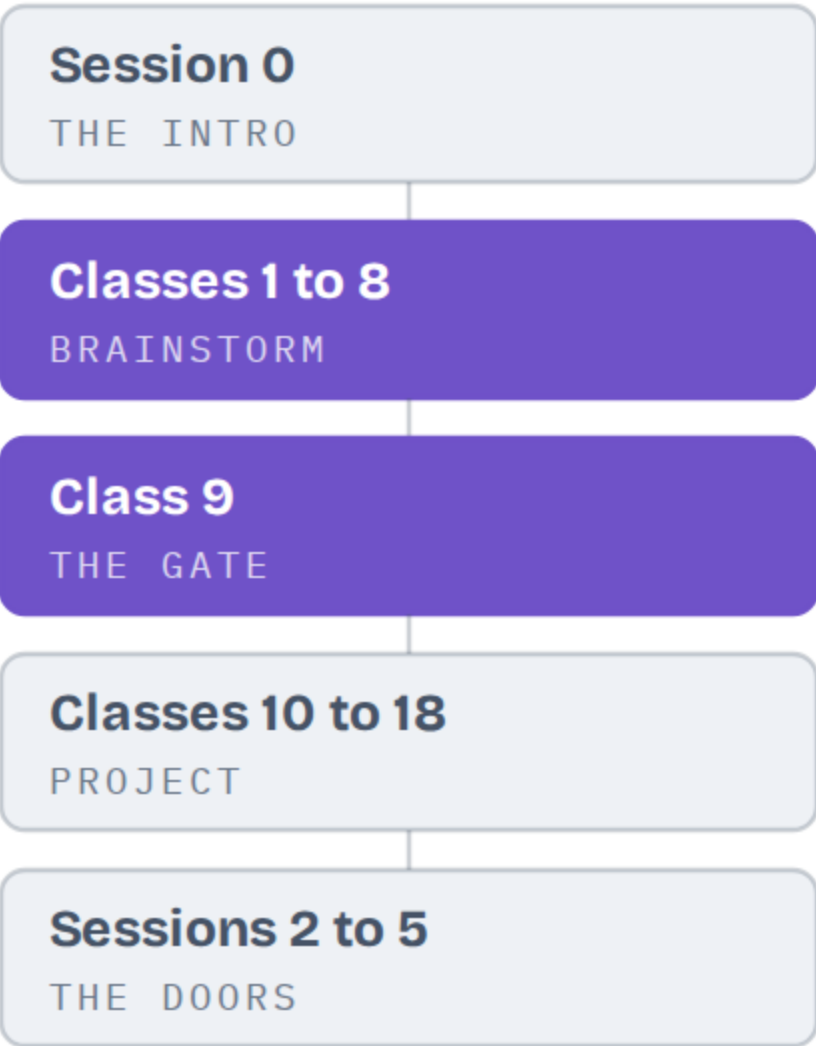


Lab 2: the consultation log: the concerns register, what would resolve each one, the strongest element, and the one thing to do next.

Part 3: Visualise, and the gate (classes 7 to 9)

Outcome: an object you can put in front of a person, and a decision on whether it becomes a project.

MASTERCLASS	WHAT YOU LEARN
7 Drawing to think, drawing to find	Mind map, concept map with a verb on every arrow, affinity; fishbone, what-if, and the storyboard that finds the step nobody designed
8 From function to form	Concept images as decisions; the structured physical description; the four-view sheet; the picture kinds that explain, sell, or file
9 From brainstorm to project	Read the scorecard lane by lane; two assessments, complete and good; who is on this; go, loop, or pivot, with the reason on the record

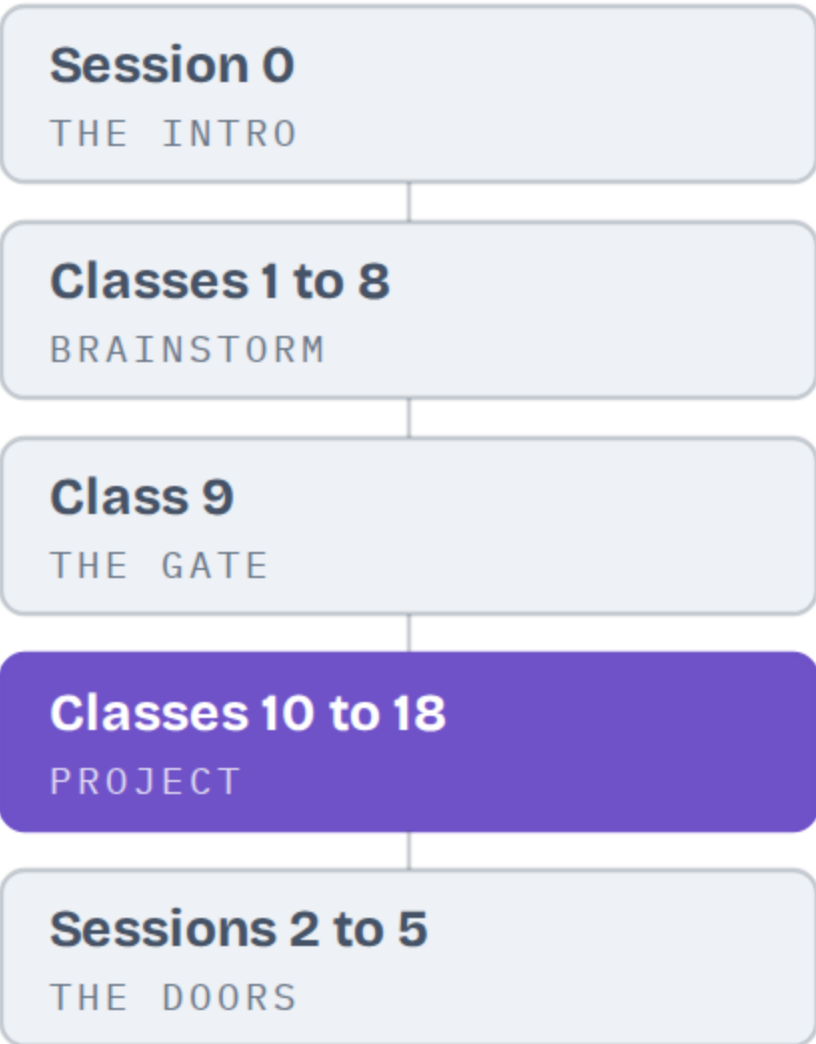


Lab 3: the visual pack and the gate decision: a corrected drawing, an approved image with its description, the scorecard read lane by lane, and go, loop or pivot with the reason.

Part 4: Ground (classes 10 to 12)

Outcome: every claim cited or tested, and the closest thing that already exists, named.

MASTERCLASS	WHAT YOU LEARN
10 Research with citations	The research plan run to the standard; the brief with success criteria and a limit; findings with citations; what research cannot settle
11 Experimental verification of hypotheses	From an assumption to a test that could disconfirm it; the smallest real test; the experiment record; a documented experiment as evidence
12 The landscape and the formal prior art search	What exists and what was tried, including doing nothing; the formal search, triggered by a completed scorecard; reading claims, family and expiry

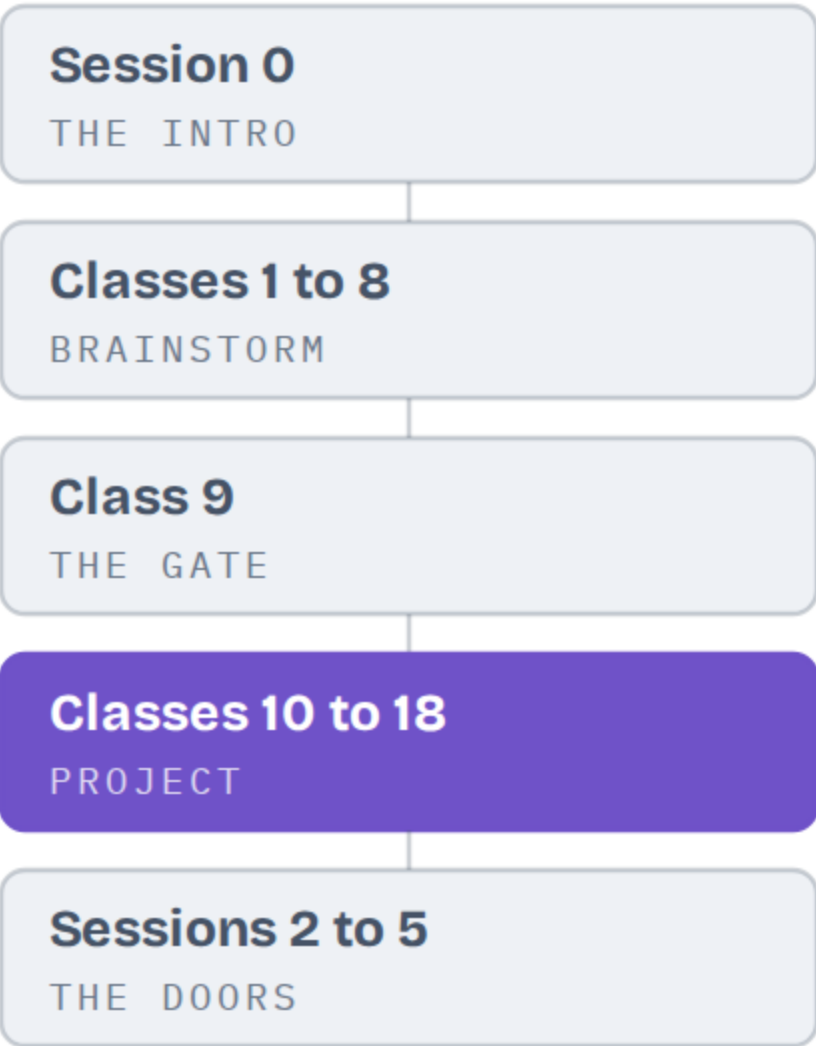


Lab 4: the evidence: findings with citations, one experiment designed and recorded, and the closest existing thing named.

Part 5: Define (classes 13 and 14)

Outcome: a description someone skilled could build from, and three statements of what is new.

MASTERCLASS	WHAT YOU LEARN
13 The enabling description	Sufficiency as the standard; mechanism, features, parameters, actors, sequence, results, limitations; embodiments and variations; every gap named as a decision
14 The novelty statement and the market test	New, unique, not obvious, each against the closest thing and written from your design rationale; show the sheet, do not describe it

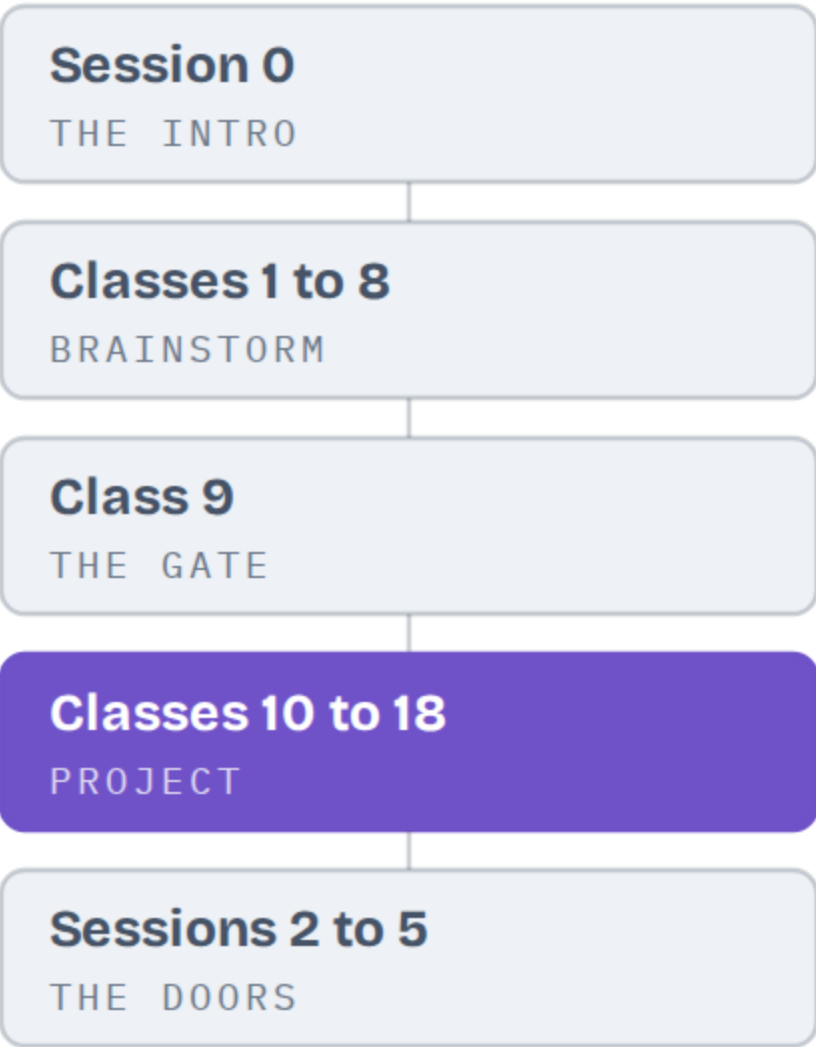


Lab 5: the enabling description with its variations and open items, and the three novelty statements shown to one real person.

Part 6: Evaluate, and take it somewhere (classes 15 to 18)

Outcome: an honest reading of where it is strong and where it is exposed, and a destination chosen on a fact.

MASTERCLASS	WHAT YOU LEARN
15 Signals, not scores	Value drivers and risk factors with an evidence sentence; eight dimensions read one at a time; three numbers that never blend
16 Readiness: TRL and MRL	The level you hold on the published scales, the requirement that blocks the next, the order of the remaining risks
17 Ownership, novelty, and the second gate	Who owns it and who could block it, settled with evidence; detectability; gap analysis; go, loop, or pivot
18 Handover, disclosure, and the door	The documents by audience; the binder you bring to a professional; what showing it costs by door; the destination chosen on a fact



Lab 6: the invention pack, complete: the signal audit, the readiness reading, the ownership answer, and the door chosen with the fact that decided it.

Optional lectures, and the four destination sessions



OPTIONAL • METHODS

Three method lectures

QUESTION, interrogating an idea; methods on the mechanism; methods on the criteria. Taught as methodology, with when and why to reach for each one.



OPTIONAL • FRAMES

Eight frame lectures

FORGE, the gated project; PIVOT, the structured restart; theme alignment; TRIZ; SCAMPER and morphology; jobs to be done and the four actions; SWOT, PESTLE and 5W1H; design thinking, six hats and first principles.



SESSIONS 2 AND 3

Own it, or keep it

Patents and the protect decision: the four questions with evidence, reading a claim, the disclosure, the binder for a professional. Trade secrets: detectability, reasonable measures, the know-how half.



SESSIONS 4 AND 5

Give it away, or build on it

Open source and defensive publication: licences, community, open and patents together. Founders, crowdfunding and crowdsourcing: the moat stack, launch as disclosure, milestones for a capability.

Eleven optional lectures in all. Session 0 first, then Session 1. The four destination sessions are independent and each opens from the invention pack. Several can apply at once: a licence is a next action, and an improvement kept inside the firm, or a handover back to a research group, is an honest ending.



One day, six weeks, a term, or at your own pace

FORMAT	WHAT IT COVERS	TIME
Day 1 workshop	Session 0, classes 1 to 3, Lab 1, and the reveal: your idea on the way in beside your committed concept on the way out	One day
Cohort	One part a week with its lab, the seminar questions discussed live, the gate in week three, the invention pack in week six	Six weeks, about four hours a week
Self-paced	The eighteen recorded masterclasses and the optional lectures, the labs on your own idea, a lab sheet for every part	Session 0 and eighteen classes, then the six labs at your own pace
University seminar	The masterclasses as seminars, readings, the seminar questions for discussion, an invention pack each student fills in; delivered under the university's name	One term
Then any of Sessions 2 to 5	Patents and the protect decision; trade secrets; open source; founders, crowdfunding and crowdsourcing. Each opens from the invention pack	Half a day each

What the course supplies: Session 0 at about 45 minutes, eighteen classes of about 25 minutes each with their example strips, and six labs of 60 to 90 minutes in the session. Experiments, interviews and research outside the session are optional and add their own time.

What is included



INCLUDED WITH THE COURSE

An IPGuru account

Unlimited brainstorming, so every lab in Parts 1 to 3 runs on your own idea as many times as you need.

One full project, so the gate, the project parts and the destination you choose run on the real thing.



BY CLASS

Bronze, Silver or Gold

A class may select Bronze, Silver or Gold for your one full project, or offer it to you after the class. Your instructor says which.

The grade decides which later FORGE phases, expert perspectives and deliverables are enabled on that project.



ALWAYS

The any-assistant form

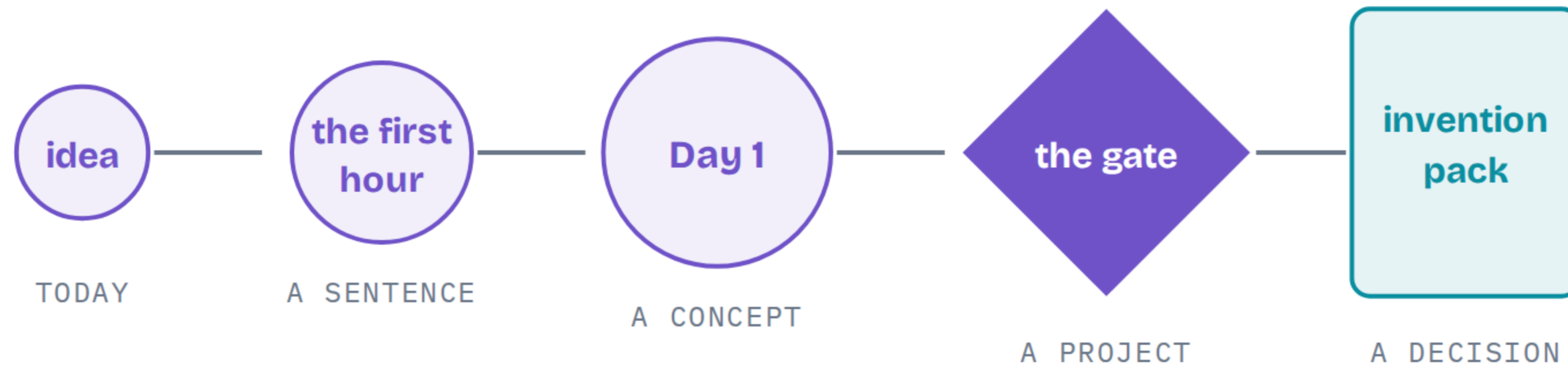
Every lab sheet also works with nothing but the sheet and whatever assistant you already use.

The course survives without the platform. The platform makes it faster and keeps the record.

No pricing here. Grades and what they enable are on the platform's own pages.



Bring one idea. The first hour turns it into a sentence a stranger understands



You need one idea, in any state: a problem, a product, a result, a hunch. Nothing has to be written down yet.

Enrol through your instructor or programme, or at ipguru.ai. Your account is ready before the first class.

The idea may not survive. The work will, and so will what you learned to do with the next one.

