



Sandra Gross
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Sandra Gross is a PhD student at the Institute of Information Management and a member of the M-Lab.

Contact

Institute of Information
Management
University of St. Gallen
Müller-Friedbergstrasse 8
CH-9000 St. Gallen
Switzerland

Business Idea Generation

Abstract

This working paper provides an innovation method that generates new business ideas in the field of ubiquitous computing.

Furthermore the paper shows how the business idea generation method fits into an innovation process of the innovating company and how it is best applied.