

# **Creative Tools Used by Young Entrepreneurs**

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## **Abstract**

Creative tools are used to help someone get better ideas in the idea's generation process. Currently, many creative tools are used by creative people. This study aims to understand how the habits of using creative tools by MSME entrepreneurs with different business backgrounds are. This research was conducted on 87 young entrepreneurs in the MSMEs category through a survey of open-ended questions. Research shows that design thinking, brainstorming, scampering, and other support tools can help these entrepreneurs be more creative in running their businesses. The benefit of this research is to provide an overview of creative tools patterns that are often used by early-stage entrepreneurs in the current pandemic era. In addition, in terms of entrepreneurship education, creative tools are an important key in increasing the entrepreneurial skills of an entrepreneur.

## **Keywords**

Entrepreneurship education, ideas generation, design thinking, brainstorming, scamper.

## **Biography**

**Puji Prabowo** is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.