

# **Self-Coaching: Ideas Generation Using a Website that Curates Insights from Various Business Categories**

**Puji Prabowo**

Entrepreneurship Department, BINUS Business School Undergraduate Program

Bina Nusantara University, Jakarta, Indonesia 11480

[puji.prabowo@binus.ac.id](mailto:puji.prabowo@binus.ac.id)

## **Abstract**

Entrepreneurship education aims to facilitate students to be able to develop their business. One of the activities carried out in the business incubator is coaching. In addition to face-to-face coaching, there is also a self-coaching online form provided to help students explore their potential. This study uses a qualitative approach, with research participants as many as 73 business students from a private university in the city of Bandung. The study used an open-ended question survey, which was distributed online. Data analysis used qualitative data analysis with cross tab analysis results. The results of the study show that the inspiration from the website has succeeded in giving birth to new ideas for business development. Participants choose from the same industry as well as different from their business, then put that inspiration into their business and plan new products or services to improve existing ones. This research is useful for mentors, coaches, and facilitators in business incubators to use this model to make it easier for business students to explore new ideas in a patterned manner. This research is limited because it only uses one trendhunter website and was tried by business incubator participants. It is necessary to develop sources of ideas and other research participants who are also undergoing entrepreneurship education.

## **Keywords**

Entrepreneurship education, entrepreneurial skill, coaching, business incubator, mentoring

## **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.