In Search of the Big Idea is an interactive technical note that highlights a number of very useful sources of inspiration that should be taken into account when searching for a business idea.

This interactive technical note is separated into two main sections:

- A theoretical note with exercises
- A checklist to analyze an idea
The first part of this interactive technical note contains the theoretical content and is separated into five main areas: innovation, sources to find an idea, creativity, the environment and industries with potential.
The final section is based around a checklist which effectively serves as an initial test of an idea and analyzes whether or not it has what it takes to become a successful business project.