

## Strategy #4: Reverse imagination

### Covered in this section:

#### A backwards exercise of imagination

- First, think about the past and what was ridiculous or inefficient back then
- What makes you say, "This was stupid"?
  - If you look at old commercials, you can notice a lot of this kind of things
- Next, imagine you're in the future 15-20-50 years
- What you'll be looking back to and think it was dumb?
  - PayPal was based on the same premise - the founder thought it was silly that we couldn't transfer money online