

The Eureka myth

Covered in this section:

How good ideas really come up

- The myth: All people that have brilliant ideas just have them in a magic moment
- That's just a great story to tell people and for movies
- Don't wait for the perfect idea to come to you. You need to be involved in the process.
- Most ideas that changed the world started as something else
- Brilliant people can also come up with dumb ideas, we usually just don't hear about those
- How ideas change:
 - Pivot - changing the direction radically, as planned
 - Steady evolution - ideas start in a way and they slowly change, get better, and in the end it's a whole new idea
- Facebook:
 - it was an app for people at a college to compare attractiveness between classmates
- Airbnb:
 - it was a system to help people find somewhere to sleep when a conference was overbooked
- Groupon:
 - it was a website for people to donate to charity
- Pinterest:
 - it was an app for marking things you were interested in, in order for you to find out when they're on sale
- Twitter:
 - it was a podcast subscription service
- Flickr:
 - started as a video game called "The game never-ending"
- Instagram:
 - it was a check-in app
- Nintendo:
 - they used to sell vacuum cleaners
- All ideas evolve
- Ideas get better as companies move forward with them and then change them as they go

Idea Generation Workshop – Andre Abi Awad

- If you keep an idea in the lab, it doesn't get real feedback
- Eric Ries, "The Lean Startup":
 - “When we're in the shower, when we're thinking about our idea, boy, does it sound brilliant. But the reality is that most of our ideas are actually terrible.”
- You don't know if it's a good idea until you validate it
- Every business idea comes with a set of business assumptions
- You never know if those assumptions are true unless you test them and get real data to work with