

Strategy #2: Wouldn't it be great if

Covered in this section:

Imagining a great world

- Answer this question: Wouldn't it be great if _____?
- Think about something that would be awesome if it were true
- What you are looking for here is a benefit-based business

Example:

- Uber
 - What it does: it allows regular people to make money by transporting people with their own car
 - The benefit: The founders were wealthy and driving around in limousines, and they thought, "Wouldn't it be great if I could order a limousine from my phone?"
 - "Great" is a strong word
 - If you can get excited about something, other people can too
-
- Write all your ideas on the scratchpad and think about whether you can actually do those things