

Strategy #3: Imagine the future

Covered in this section:

Imagining future products

- Peter Thiel - “Zero to One”:
 - "What great business in the future isn't being built today?"
- He came up with this question as a way to vet how creative people are. The question is often used in job interviews
- Can you imagine the future and what great companies will exist then?
 - What problems will the world have?
 - Which companies will solve them?
 - Imagine how the future is going to look like

- Ideas don't sound great at first, but if you think about them in the future, they will sound better
- If you thought about Google in 1999, you would've probably thought it's ridiculous
 - In order to be the big company of the future, you have to start it now.
 - Make predictions for the future and work backwards

- Peter Thiel: “All big businesses are based off of secrets”
- Ask yourself: What do you know it's absolutely true that others don't know?