# Idea Generation

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*These are my personal notes. It's **not** a full transcript of the essay/article. It's **not** an official summary.*
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Giving founders an idea almost always doesn't work. Having ideas is among the most important qualities for a startup founder to have - you will need to generate lots of new ideas in the course of running a startup.

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| **Be around people who...** | … have a good feel for the future, will entertain improbable plans, are optimistic, are smart in a creative way, and have a very high idea flux. These sorts of people tend to think without the constraints most people have, <u>not have a lot of filters</u>, and <u>not care too much what other people think</u>. |
| **Stay away from people who...** | … are world-weary and belittle your ambitions. |

<u>The best ideas are fragile</u>; most people <u>don't even start talking about them</u> at all because they sound silly.

Be able to project yourself 20 years into the future, and then think backwards from there. Trust yourself - 20 years is a long time; it's ok if your ideas about it seem pretty radical.

Another way to do this is to think about the most important tectonic shifts happening right now. How is the world changing in fundamental ways? Can you identify a leading edge of change and an opportunity that it unlocks? The mobile phone explosion from 2008-2012 is the most recent significant example of this - we are overdue for another!

Any time you can think of <u>something that is possible this year and wasn't possible last year</u>, you should pay attention. You may have the seed of a great startup idea. This is especially true if next year will be too late.

A good test for an idea is if you can articulate why <u>most people think it's a bad idea</u>, but <u>you understand what makes it good</u>.