# You Don't Need a Good Idea do Start a Great Company

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http://blog.eladgil.com/2011/01/you-dont-need-good-idea-to-start-great.html

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"Waiting for a great idea" is absolutely the wrong way to "start" a company, and typically does not yield a startup.

Startups are not about working on a great idea - they are the relentless pursuit of doing stuff for customers.


## Start a company.  Don't "start an idea"

As you work on your "good idea", you will quickly find that nobody wants to use it. This means you will keep iterating on the product and potentially even the market until someone wants it. Many "side projects" or internal tools are examples of this.

In such cases the entrepreneurs were actually *starting a company*, not *starting an idea*. It is more important to do something, anything at all, than wait and do nothing with the hope of thinking of something great.


## If it was that obvious, someone would have already done it

There is a dearth of great ideas just sitting around without someone executing them.


## Focus on a great market, not a great idea

As you iterate in a market, you will often find that the initial idea you chose is less important than the broader market you are in. A great market will always have opportunities in it. Even if the first idea is terrible you will get to know the market and its needs and build something great on your next try.

In contrast a great idea in a terrible market will often fail.

Josh Koppelman calls great entrepreneurs "Heat seeking missiles" as they hone in on their target/market even if their initial course is off.

## It is all about execution

Even if you have a great idea - <u>5 other people will have it at the same time</u>. This is why so many similar companies get started more or less simultaneously. See e.g. Instagram, PicPlz, Mopho.to, PicBounce, in the photo sharing space.

The next time you stop yourself to "wait for a good idea", don't stop yourself. Go and build something that is a bad idea in a great market, or something small but is a product you want for yourself. Iterate on it and keep pushing, and eventually you will find the bad idea has become a very good company indeed.