

IDEA GENERATION

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What happens if you do all your validation the right way, only to find out the idea you had won't lead to your victory? What will you do then?

So often founders ignore the data they collect because they don't have a feasible backup plan. Without an alternative path, they feel like they only have two choices:

1. Keep pursuing the bad idea or
2. Give up entirely.

There is another way.

What works best, is having a backup plan ready before starting your primary plan. That means if you collect data that says your first plan won't lead to victory, you've already got an alternative path to victory in your back pocket.

The Idea Generation exercise is about brainstorming multiple paths to your victory.

Of course, this exercise also helps if you want to start a company but don't have an idea for one.

Problems it Solves

1. Already know what you want to build? This exercise will give you a backup plan, just in case the timing isn't right for your original idea.

IDEA GENERATION PROCESS

- 1 Crossout "IDEA" above. Replace with "PROBLEM."
Ideas come from problems. Problems come from customers. Let's find your customers.
- 2 What segments are you a member of?
- 3 What segments did you used to be a member of?
- 4 What segments are you passionate about helping?
- 5 I will **DECLARE VICTORY** when I achieve...
_____ by helping...
number things (flyer, employees, customer service, parents, approval, IPO, acquisition, \$ in the bank, etc.)
- 6 _____ solve their _____ problem
potential segment hypothesized problem
- OR
- 7 _____ solve their _____ problem
potential segment hypothesized problem
- OR
- 8 _____ solve their _____ problem.
potential segment hypothesized problem

Grab your Idea Generation worksheet