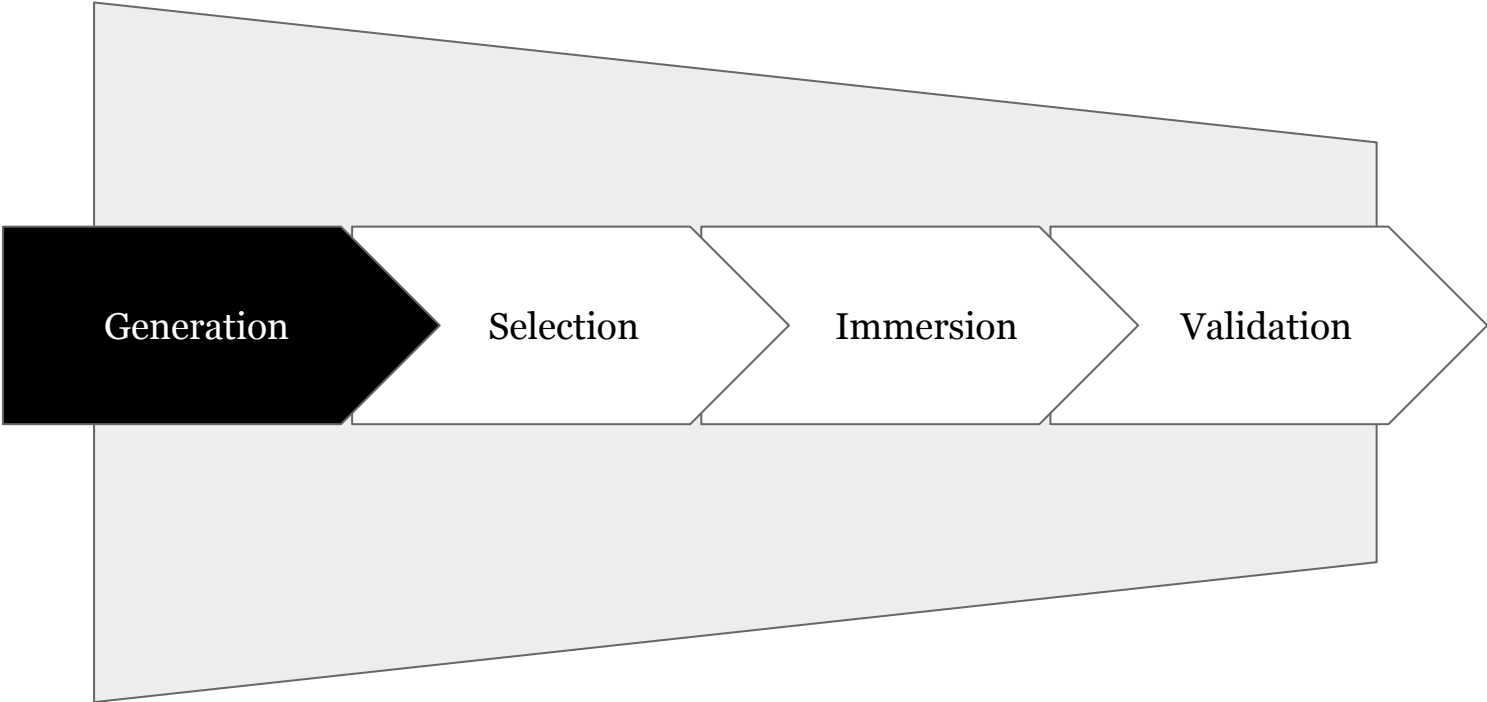
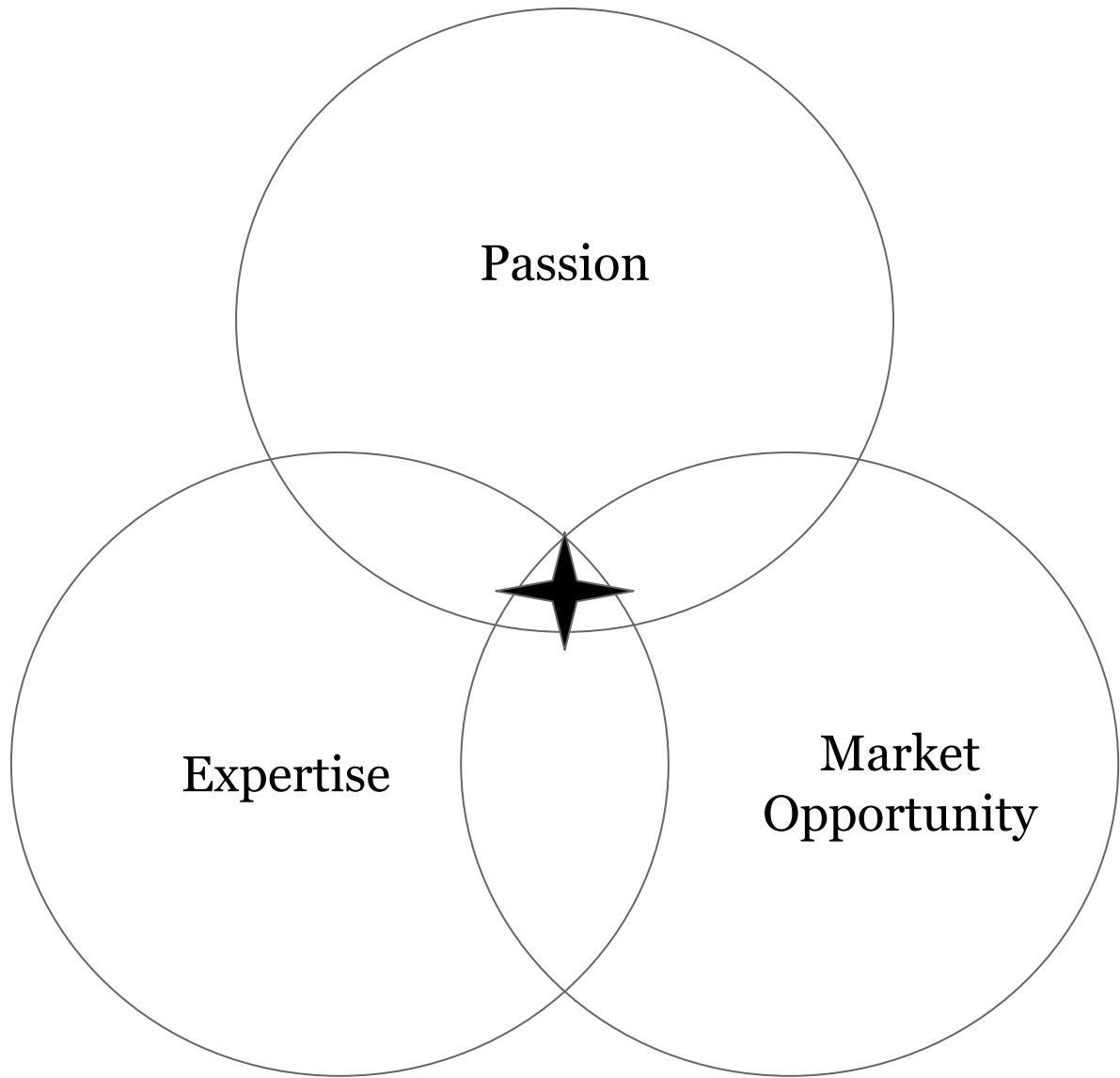


# The IDEA Funnel



Your great idea exists at the Magic Intersection of three things:



Passion - what pulls you; what can propel you through hard times (*Internal*)

Expertise - skills, knowledge, and experience of you (*Internal*) and others you can recruit (*External*)

Market Opportunity - what people are willing AND able to pay for

# Passion - scratch your own itch

“

The easiest, most straightforward way to create a great product or service is to make something *you* want to use

”

Jason Fried & David Heinemeier Hansson, *Rework*, Founders of 37Signals


Life's challenges usually fall into these categories - **think of 5-10 “itches” you have in each and write them below.**



## Health (food, fitness, stress, sleep)


## Wealth (job, investments, bills, home)


## Relationships (family, friends, love)

Work on a problem in one of these categories and more likely than not you will check the box for Passion because you will be working on something you care about

# Passion (cont'd)

Write out any other topics that you're passionate about -  
(problems you see in your community, society in general, or the world at large)






If you found these last two pages difficult, use the Malcolm Gladwell method and go to a library or big bookstore - it's one of the rare places where you can browse AND dig deep into a topic at the same time (unlike the internet).  
Pay attention to what pulls you.

# Expertise - do an audit

Your Expertise is comprised of your Skills, Knowledge, and Experience - **think of 10 in each and write them below**



## Skills you have


## Knowledge you've acquired


## Experiences you have (e.g. challenges overcome)




You will come back to this in a few pages . . .

# Solution-storm - come up with ideas for your top “itches”

Refer back to page 3 where you identified your biggest “itches” and do the following: (1) pick the 3-6 that, if solved, would impact your life the most and (2) think up 10 possible businesses or solutions for each. Don’t filter - bad ideas are OK. Don’t worry if it “already exists” - competition is a good sign.

**Itch # 1:**

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**Itch # 2:**

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**Itch # 3:**

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Consider using blank paper to all more space to think  
Use additional worksheets (in Appendix) to come up with ideas on other “itches”

# Solution-storm - come up with ideas for your top “itches”

**Itch # 4:**

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**Itch # 5:**

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**Itch # 6:**

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Consider using blank paper to all more space to think  
Use additional worksheets (in Appendix) to come up with ideas on other “itches”

# Match Passion - Expertise - Market

**Step 1:** Put your Expertise (p. 4) side by side with your Ideas (p. 5-6)

**Step 2:** Put an “E” next to the Ideas where you think your Expertise could help make the idea a reality

**Step 3:** Put an “M” next to those ideas where you think there’s demand in the market - based on how frequently you hear about others with the problem or can point to existing solutions (don’t disqualify something because it “already exists” . . . competition = good)



Write those ideas where you put both an “E” and “M” below.




**Congrats! You’ve identified ideas that exist at the intersection of Passion - Expertise - Market Opportunity**

(if you’re having trouble coming up with ideas, sit on this for a week and see if anything comes to mind . . . give your mind a chance to process the exercise)