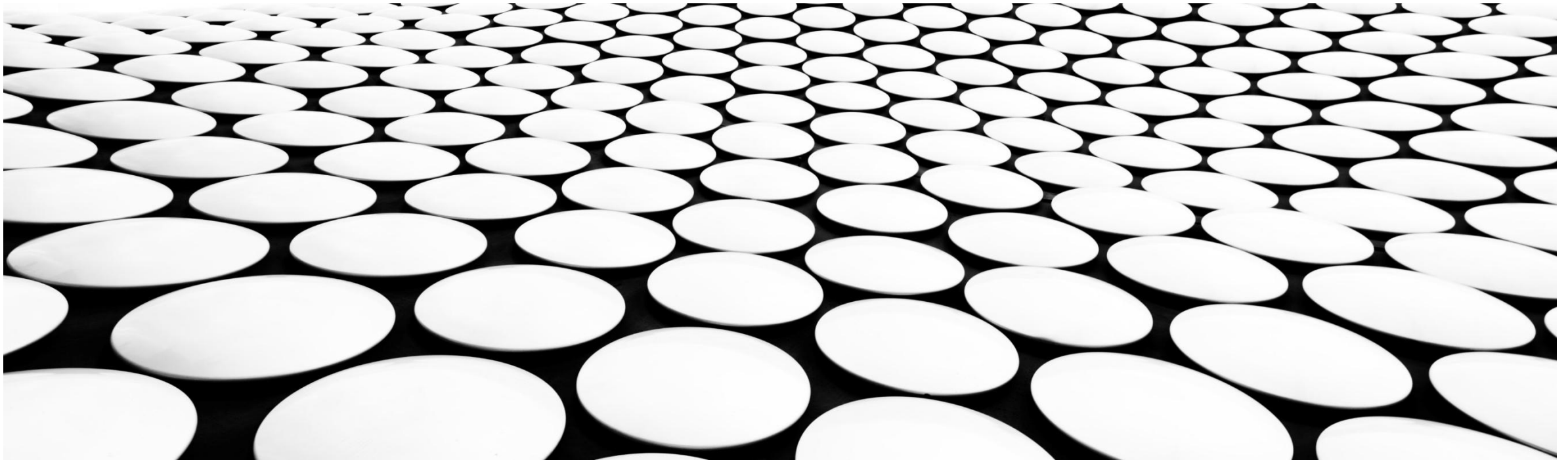

FINDING A PROMISING IDEA

GILAD CARNI

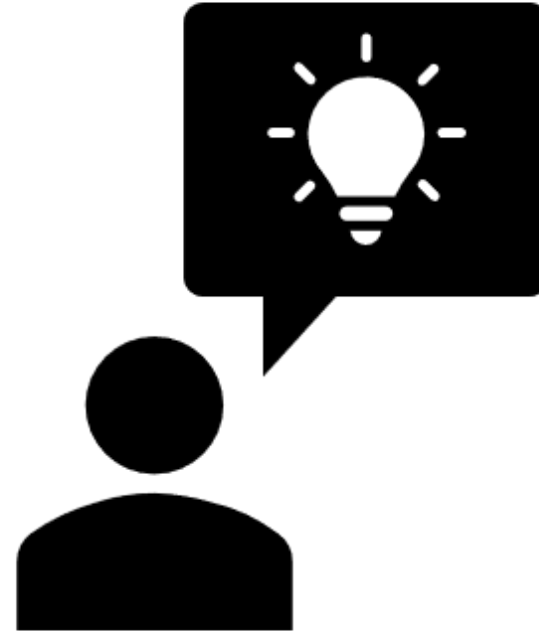


A futuristic landscape with a grid floor and wireframe mountains under a starry sky. The scene is rendered in white lines on a black background, creating a sense of depth and perspective. The grid floor extends from the foreground towards a vanishing point in the distance, where a bright light source is visible. The mountains are composed of interconnected white lines, forming a jagged, crystalline structure. The sky is filled with numerous small white dots, representing stars or distant galaxies. At the top of the image, there are three horizontal bars: a grey bar on the left, a blue bar in the center, and a grey bar on the right.

What will we learn today

- How to get and evaluate Startup Ideas
- If you are looking for a startup idea I am going to help
- No one know which startup idea will succeed

-
- If your idea succeeds it has much to do with how you execute it as opposed to your idea
 - Certain ideas are much more likely to succeed than others
 - My goal is it to help you get higher chances of succeeding starting with a promising idea



MOST IMPORTANT LESSONS ON HOW TO COME UP WITH AN IDEA

- 1. The four most common mistakes founders make with startup ideas**
- 2. How to know if your idea is good**
- 3. How to come up with new startup ideas**



THE FOUR MOST COMMON MISTAKES FOUNDERS MAKE WITH STARTUP IDEAS



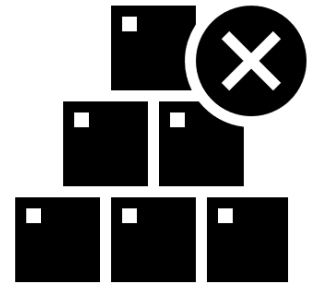
MISTAKE NUMBER 1



1

BUILDING SOMETHING THAT DOESN'T SOLVE REAL PROBLEM FOR YOUR USERS

- You can talk about it and think it's a problem but when you talk to the users it's a problem that they don't really care about
- We call it SISP: A Solution in Search of a Problem
- Example: AI is cool- where can I apply it to. They look for what AI can solve. This is a solution in search of a problem, instead of a problem in search of a solution. Dangerous, because you will probably find a problem, but it will be a made up problem that people don't really care about
- If people don't really care about the problem they wouldn't really care about your solution
- Instead, you want to fall in love with a problem
- The best way to start with a startup idea is to find a high quality problem
- You need a problem that is not too major and vague like world poverty, you need something that is traceable



MISTAKE NUMBER 2

A large, bold black number '2' is centered on a gray background. The background features a white circular arc on the left and right sides, and a horizontal black line passing through the middle of the number. A vertical black line also passes through the center of the number.

GETTING STUCK IN QUICK SAND IDEAS

- A set of startup ideas that have been around forever
- It's like people getting stuck in quick sand, they never go anywhere
- These ideas are dangerous, waste founders months of their lives
- Example: college student idea: every weekend plans, it is so inefficient, I am going to make an app to make it more efficient
- This seems easy to solve
- It's not impossible idea, these are common ideas that are much harder than it seems
- I suggest to Google your idea and be amazed at how many people worked on it in the past
- Find who worked on it and actually talk to them, find out the hard parts



MISTAKE NUMBER 3



JUMP TOO FAST INTO THE FIRST IDEA YOU HAVE



MISTAKE NUMBER 4

A large, bold black number '4' is centered on a gray background. The background features a white horizontal line passing through the middle of the number, and two white concentric circles on either side of the number, suggesting a target or a specific area of focus.

SIT AROUND WAITING FOR THE PERFECT STARTUP IDEA AND NEVER DO ANYTHING



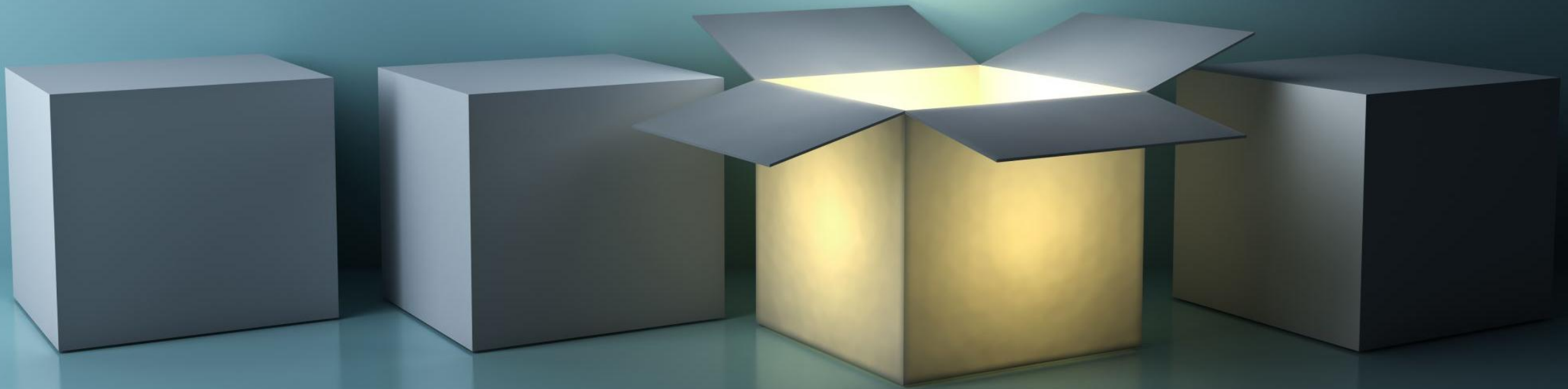
If there is a spectrum- get to
the happy place



No start up idea is perfect, and
it's going to pivot anyways

HOW TO KNOW IF YOUR STARTUP IDEA IS GOOD

10 KEY QUESTIONS TO ASK ABOUT ANY STARTUP IDEA



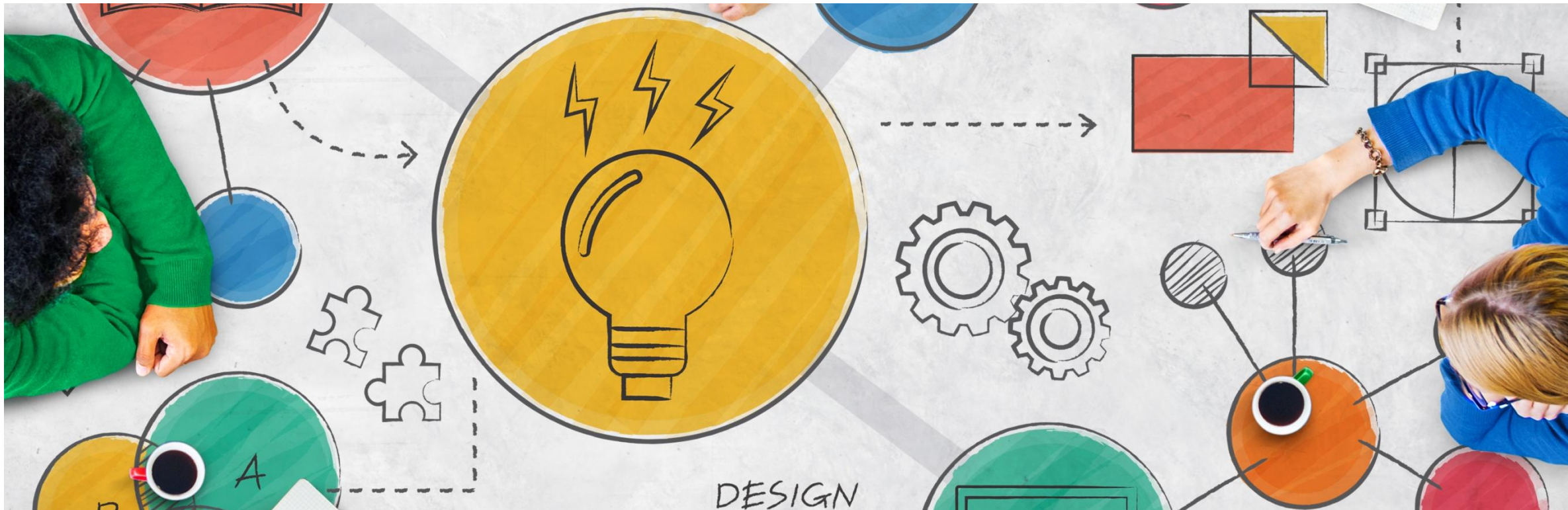


10 KEY QUESTIONS TO ASK ABOUT ANY STARTUP IDEA

1. Do you have founder market fit- most important! Are the right team to be working on this idea?
 - Pick a good idea for your specific team
2. How big is the market?
 - good market= ones that are big now or ones that are small but rapidly growing (e.g crypto)
3. How big of a problem is this problem?
4. Do you have competition? Most good startup ideas have competition
5. Do you want this personally? Do users want this? Talk to them!
6. Did this only recently become possible or only recently become necessary
 - (New changes in technology, regulations- this creates new opportunities)

10 KEY QUESTIONS TO ASK ABOUT ANY STARTUP IDEA

7. Are there good proxies for this business? Proxies are large companies that do something similar to your business but is not a direct competitor
8. Is this an idea you want to work on for years?
 - Sometimes the idea grows on founders as the idea works
 - A lot of the best startup ideas are in boring industries, no passion.
 - However as business booms passion for the business increases
9. Is this scalable?
 - For example: software yes, its scales very easily
 - Services businesses, human labor- hard
10. Is this a good idea space? Idea space is the industry
 - The success rate is much high if the idea space is good
 - Then you can drift into other ideas



HOW TO COME UP WITH NEW STARTUP IDEAS

3 ideas that seem bad- but actually make startups good

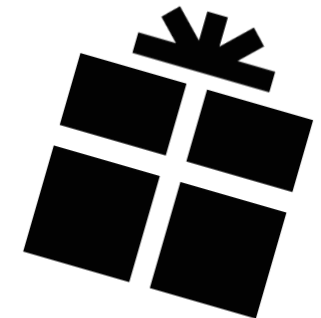
3 IDEAS THAT SEEM BAD- BUT ACTUALLY MAKE STARTUPS GOOD

1. Ideas that are hard to get started (most founders will run away from them)
2. Ideas in a Boring Space like payroll software, day to day will be same if idea is boring or not
3. Ideas that have existing competitors



3 BONUS IDEAS

1. Become an expert on something valuable
2. Work at a startup
3. Build things that you find interesting



7 WAYS TO GENERATE STARTUP IDEAS



1. START WITH WHAT YOUR TEAM IS ESPECIALLY GOOD AT

- Ideas that take advantage of your expertise have an automatic founder fit.
- Look for ideas at your expertise field
- If you are young or in college this might not be for you



2. START WITH A PROBLEM YOU PERSONALLY ENCOUNTERED

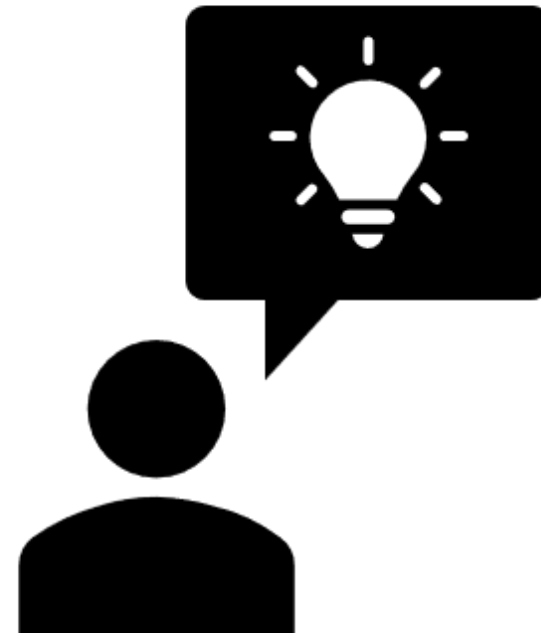
Exercise:

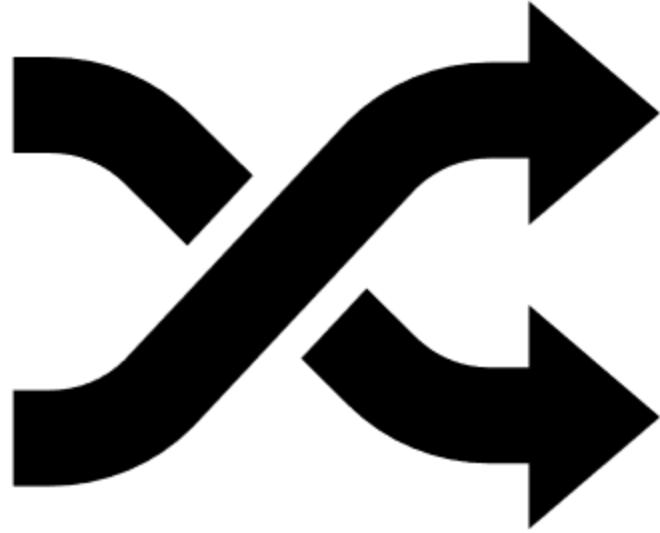
- Think of every job you ever had in life including internships and life experiences
- Think about what problems or opportunities you were in a position to see
- This is the best exercise about how to think of startup idea for young people



3.THINK OF THINGS YOU PERSONALLY WISHED EXISTED

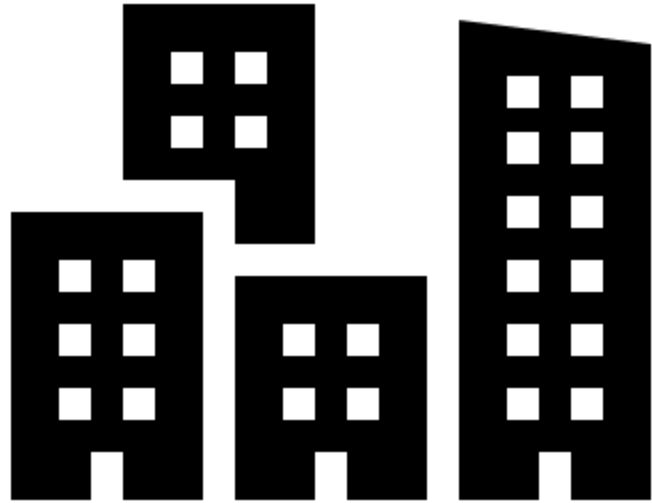
- This is dangerous- you have to think of why this idea doesn't exist





4. LOOK FOR THINGS IN THE WORLD THAT HAVE CHANGED RECENTLY THAT CREATED OPPORTUNITY

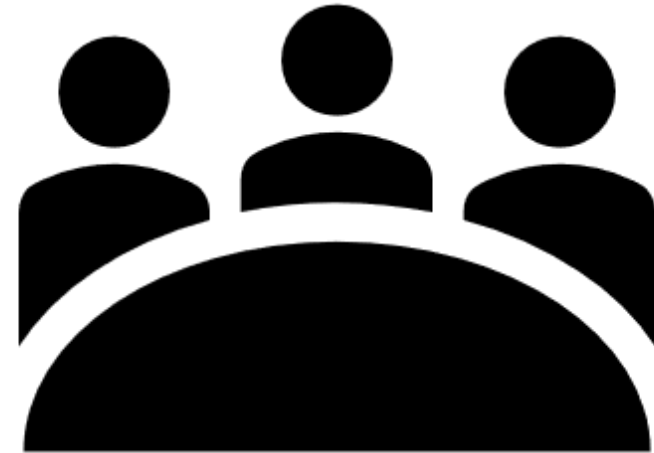
Eg- covid 19

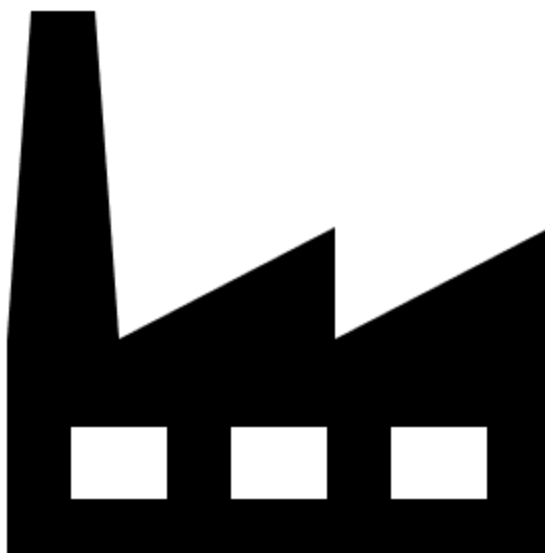


5. LOOK FOR COMPANIES WHO RECENTLY BECAME SUCCESSFUL

6. TALK TO PEOPLE AND ASK THEM WHAT PROBLEMS THEY HAVE THIS REQUIRES EXPERTISE, REQUIRES YOU TO LOOK INTO A PARTICULAR IDEA SPACE

- Talk to potential customers but also to founders of companies in that idea space





7. LOOK FOR BIG INDUSTRIES WHO SEEM BROKEN



BONUS IDEA

find a co-founder that already
has an idea



**THE ONLY WAY TO KNOW IF YOUR
STARTUP IDEA IS GOOD OR NOT IS
JUST TO DO IT, LAUNCE IT AND FIND
OUT**

**IF YOU ARE STILL ON THE FENCE
MY SUGGESTION IS TO LAUNCE IT
AND FIND OUT**