

# Idea Worksheet

**A problem you have.** Think about a problem you have.

- Can you think of a solution for it?
- Have you actively been trying to solve it?
- Do few other people think this is a problem worth solving?

**Something you'd buy in a second.** Ask yourself if you ever found yourself saying "Why doesn't someone make x? **If someone made x we'd buy it in a second**" (especially in the context of your current job). If you can think of some x people would say this about, you probably have an idea. List an idea that satisfies this criteria.

**Other person's unmet need(s).** What is some other person's unmet need? **What would they like to do that they can't?** Let the conversation get general; don't try too hard to find startup ideas. You're just looking for something to spark a thought.

**What would you pay for right now?** What do you wish someone else would build, so that you could use it? What problem would it solve?

**Sell it now.** Imagine you need to sell your product or service idea ASAP (before wasting time building it). Who would buy it? **Could you sell any?**