

How to find and evaluate ideas for digital products

Diseño de productos e innovación en TI

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IDEA



EXECUTION



BUSINESS

☹️	AWFUL IDEA	=	-1
😞	WEAK IDEA	=	1
😐	SO-SO IDEA	=	5
😊	GOOD IDEA	=	10
😄	GREAT IDEA	=	15
😁	BRILLIANT IDEA	=	20

☹️	NO EXECUTION	=	\$1
😞	WEAK EXECUTION	=	\$1000
😐	SO-SO EXECUTION	=	\$10,000
😊	GOOD EXECUTION	=	\$100,000
😄	GREAT EXECUTION	=	\$1,000,000
😁	BRILLIANT EXECUTION	=	\$10,000,000

Common mistakes

1. Not solving a real problem AKA (Solution in search of a problema)
2. Getting stuck on a “tarpit idea”
 1. Widespread problema that a lots of potential founders encounter
 2. Seems like it could be easily solvable with a startup
3. Not evaluating an idea
4. Waiting for the perfect idea

10 key question to ask about an idea

1. Do you have founder-market fit? (find a good idea for your team)
2. How big is the market? (big now or big in the future)
3. How accute is the problem?
4. Do you have competition (having is good)
5. Do you want this?
6. Did this recently become possible or necessary?
7. Are there good proxies for the business?
8. Is this an idea you'd want to work on for years?
9. Is this a scalable business?
10. Is this a good idea space?

3 things that make an idea seem bad, but actually make them good

1. Hard to get started
2. Boring space (Siigo)
3. Existing competitors (Dropbox)

How to come up with new ideas?

1. Organic ideas are better than made up ideas
2. Become an expert, work at a startup
3. Build things without being a profitable idea

7 recipes for finding new ideas

1. Start with your team expertise and interests
2. Start with a problem
3. Things you personally wish existed (beware of a tarpit)
4. Things that have changed recently
5. New variants of successful companies
6. Talk to people and ask for problems in an idea space
7. Small teams can disrupt big industries

No one knows for sure,
so just launch and find
out