

after the first time I used it, it was clear we weren't going to be calling cabs for that much longer, but I wasn't su

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space.

A good question to ask yourself early in the process of thinking about an idea is "could this be huge if it worked?" There are many good ideas in the world, but few of them have the inherent advantages that can make a startup massively successful. Most businesses don't generate a valuable accumulating advantage as they scale. Think early about why an