



Part II. How Do You Find Hidden Ideas?



7 Parts:

1. **Formulate**
2. **Rephrase**
3. **Search**
4. **Modify**
5. **Categorize**
6. **Organize**
7. **Rank**

1. Formulate the problem you are trying to solve.

Hint: every idea solves a problem.

The idea of gravity came from the problem of not being able to mathematically explain why we don't float off into space.

Start in very broad terms.

The problem I am trying to solve is:

Type II Diabetes

Millennials being broke

Seniors not having enough money for retirement.

Busy professionals failing to find love.

Problem-Drinking

Self-Sabotage

Can't Hit A Driver Straight





2. Rephrase it as a “WHY” question:

Why do people get Type II Diabetes?

Why are so many millennials broke?

Why do many seniors not have enough money
for retirement?

Why do some busy professionals fail to find
love?

Why do people have drinking problems?

Why do people self-sabotage?

Why Can’t I Hit My Driver Straight?

3. Search For Answers

Where to Look:

Google Search

Google News

NCBI

Databases (Science Daily)

Forums

Podcasts

YouTube





4. Modify: Add Simple Modifiers to Your Search:

Surprising

Real Reason

Breakthrough

Science Behind

New Discovery

New Research

New Data

New Finding

Shocking

IMPORTANT

For Steps 3 and 4...

When you find interesting answers to your searches (aka potential Hidden Ideas), don't be afraid to dig deeper. Write down your first notes and impressions. Ask if this idea you've uncovered could be related to other ideas and investigate if it is. Don't be afraid to ask "Why" more times or peel back the layers of the onion.



5. Categorize

Spend 30-60 minutes and list out every answer you find. For each one, categorize it as:

1. Hidden
2. Emerging
3. Known



6. Organize

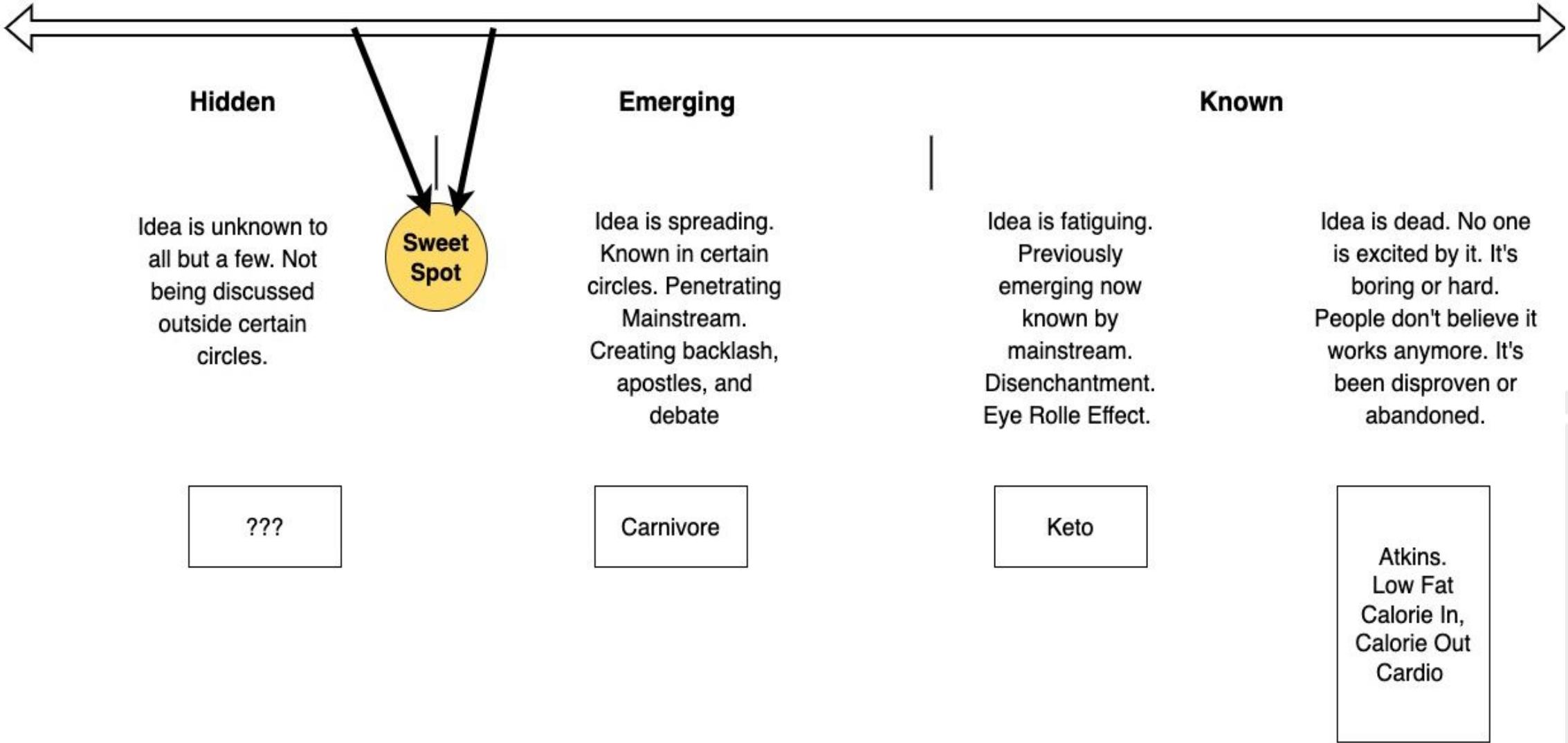
Set anything that appears to be an emerging idea, or a known idea, off to the side (we'll come back to these)...



7. Rank

Rank your potential Hidden Ideas based on your gut reaction to how interesting or powerful they seem.





Our Thesis:

The **sweet spot** is when you find ideas that are primed to make the leap from hidden to emerging.



Example: Seniors not having enough money for retirement.



1. Formulate the problem you are trying to solve.

The Problem I'm Trying to Solve Is:

Seniors not having enough money for retirement.



2. Rephrase as a “Why” question:

Why do many seniors not have enough money for retirement?



3. Search For Answers

Google why do many seniors not have enough money for retirement? X |

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About 28,200,000 results (0.58 seconds)

[https://www.cnbc.com/2020/01/13/why-its-hard-to... ::](https://www.cnbc.com/2020/01/13/why-its-hard-to-live-on-social-security.html)

Why it's hard to for retirees to get by on Social Security benefits

Jan 13, 2020 — New research shows that 50% of older adults who live alone and 23% of older couples do not have enough money to cover their basic financial ...

[https://www.cnbc.com/2019/10/09/i-cant-afford-reti... ::](https://www.cnbc.com/2019/10/09/i-cant-afford-retirement.html)

'I can't afford retirement' is the main reason seniors continue to ...

Literally the First Result:



PERSONAL FINANCE

Half of single seniors can't pay for the basics. Here's why Social Security's not enough

PUBLISHED MON, JAN 13 2020 1:51 PM EST | UPDATED MON, JAN 13 2020 2:32 PM EST



Lorie Konish
@LORIEKONISH

SHARE

KEY POINTS

- New research shows that 50% of older adults who live alone and 23% of older couples do not have enough money to cover their basic financial needs.
- Elderly households struggle more in some areas of the country versus others, depending on the cost of living for their particular area.
- But there is no county in the U.S. where the average cost of living and the average Social Security benefit are equal, which makes it harder for retirees to break even.

**THE WINTER OLYMPICS**

“But there is no county in the U.S. where the average cost of living and the average Social Security benefit are equal, which makes it harder for retirees to break even.”



Remember:

For Steps 3 and 4...

When you find interesting answers to your searches (aka potential Hidden Ideas), don't be afraid to dig deeper. Write down your first notes and impressions. Ask if this idea you've uncovered could be related to other ideas and investigate if it is. Don't be afraid to ask "Why" more times or peel back the layers of the onion.



My Immediate Ideas or Thoughts:

See-Saw

Tipped Scales

No Equilibrium

Disparity

What are other examples of where things are disproportionate or out of balance?





Now I Keep Reading the Article:

“Those individuals have incomes that are below a measure the researchers have developed called the Elder Index.

The Elder Index measures the basic costs households face and how well they are able to meet those expenses. That includes food, housing, health care, transportation and other necessities. It does not cover extras such as entertainment, vacations or dining out.”

Now I Keep Reading the Article:

The tally for the Elder Index varies based on an individual's or couple's situation. For those who no longer have to pay a mortgage on their home, the Elder Index is \$21,012 annually for an individual and \$31,800 for a couple.

Those estimates go up for those who rent — rising to \$25,416 for singles and \$36,204 for couples. And costs are even higher for those who are still paying off their mortgages — \$32,064 for singles and \$42,852 for couples.



The Elder Index is an interesting concept. I haven't heard of this. Can we play with it?

What about mortgage issues?



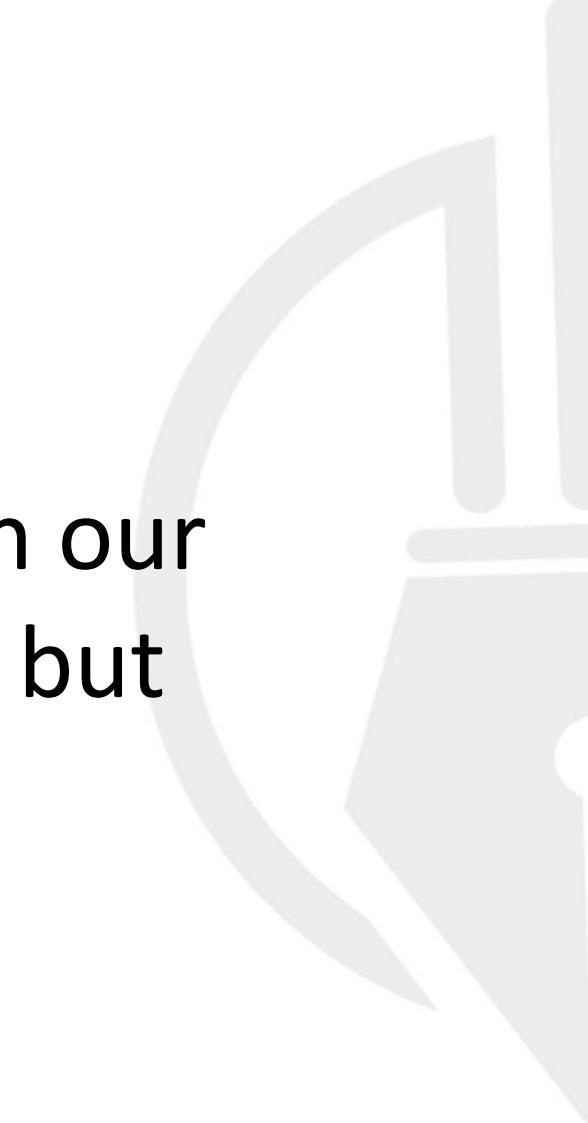
Headline Idea:

“The Great American Homeownership
Myth That’s Crushing Senior Citizens”.



Could we do a whole promo around the idea that seniors were sold home ownership as the American Dream and now it's the American Nightmare because their mortgages are one of the top factors keeping them from retiring?





Could we have a financial promo around how the coming crisis with our seniors isn't about social security, but about how they'll be losing their homes?



What about something around how the next great housing crisis will start with evicted seniors?



That's scary and we know fear sells...

But we can actually flip it and position it as an opportunity...

By showing how the companies that are solving the so-called senior housing crisis could yield you a huge windfall if you invest in them. In fact, making these investments today could even make sure you stay in your house in the decades to come.



My Next Step

Okay, so now I'm going to Google the term “Senior Housing Crisis” and see if it's a big thing?





senior housing crisis



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About 149,000,000 results (0.53 seconds)

The lack of affordable housing for the growing senior population in the United States is on the verge of becoming a crisis. ... Adults in the U.S. aged 50 and over is expected to **grow to 133 million by 2030**, an increase of more than 70 percent since 2000 according to a study by Harvard.

<https://www.reconomy.com/blog/post/the-looming-cr...> ::

[The Looming Crisis of Affordable Senior Housing - Reconomy](#)

About featured snippets • Feedback

<https://www.forbes.com/sites/2021/05/19/the-hous...> ::

[The Housing Crisis That Will Hit Home - Forbes](#)

May 19, 2021 — Housing remains elusive for seniors because of its lack of affordability. Prices in the U.S. housing market continue to climb, while incomes for ...



Reonomy (2017)

The image shows a screenshot of a blog post from the website reonomy.com. The header features the Reonomy logo (a stylized diamond icon) and the text "reonomy an Altus Group business". The navigation menu includes links for Solutions, Technology, Research, Resources, About, Log In, and a prominent green "FREE TRIAL" button. Below the menu, a link "← Back to the Blog" is visible. The main content area has a dark background with a photograph of an elderly man wearing glasses and a suit. Overlaid on the image are the words "INSIGHTS AND TRENDS" in blue and the title "The Looming Crisis of Affordable Senior Housing" in large white text.

← Back to the Blog

INSIGHTS AND TRENDS

The Looming Crisis of Affordable Senior Housing



Reonomy (2017)

“The lack of affordable housing for the growing senior population in the United States is on the verge of becoming a crisis. The country is not prepared to meet the housing needs of this aging group. Adults in the U.S. aged 50 and over is expected to grow to 133 million by 2030, an increase of more than 70 percent since 2000 according to a study by Harvard.”

Forbes (May, 2021)

May 19, 2021, 08:20am EDT | 3,670 views

The Housing Crisis That Will Hit Home



Dr. Eric George Forbes Councils Member
Forbes Business Council COUNCIL POST | Membership (Fee-Based)
Small Business

-
-  f Founder and CEO of *ERG Enterprises*. Nationally recognized thought leader on entrepreneurship, investing and leadership.

Forbes (May, 2021)

Yet this all-important element of our lives remains at risk for a population most vulnerable in its absence: seniors. Known as the "silver tsunami," the number of Americans aged 65 or older is projected to surpass 72 million in 2030 and 83 million in 2050. This significant demographic trend places substantial pressure on a system already experiencing a shortage of senior housing, which supplements supportive services with residences. As our population ages, we face one of the greatest crises of our time, one seemingly lost among concerns over the pandemic and global warming, yet one nevertheless present and lurking.



New York Times (September, 2020)

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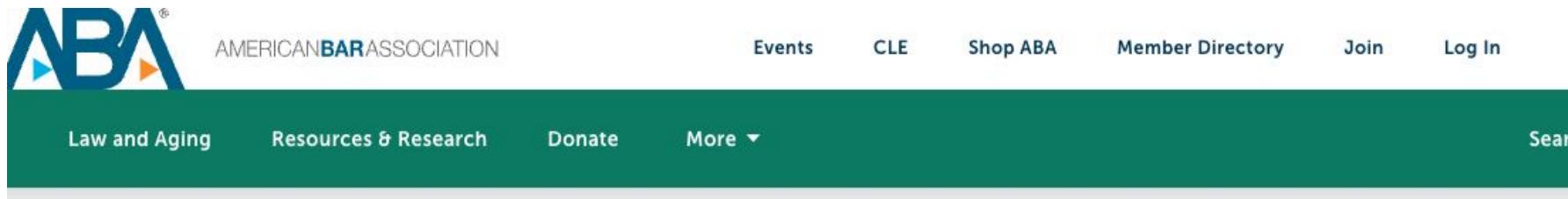
The New York Times Magazine

FEATURE

Elderly and Homeless: America's Next Housing Crisis

Over the next decade, the number of elderly homeless Americans is projected to triple — and that was before Covid-19 hit. In Phoenix, the crisis has already arrived.

American Bar Association (January, 2020)



The image shows the top navigation bar of the American Bar Association website. It features the ABA logo with a blue and orange 'ABA' monogram and the text 'AMERICAN BAR ASSOCIATION'. To the right are links for 'Events', 'CLE', 'Shop ABA', 'Member Directory', 'Join', and 'Log In'. Below this is a green navigation bar with links for 'Law and Aging', 'Resources & Research', 'Donate', 'More ▾', and a search bar.

/ [ABA Groups](#) / [Commission on Law and Aging](#) / [Publications](#) / [Bifocal](#) / [Vol 41, Issue 3 \(January–February 2020\)](#)

January 14, 2020

Is a Housing Affordability Crisis on the Horizon for Seniors?

Lisa Sitkin

Share:



Minnesota Housing Partnership (Date Unknown)



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Research

[2021 State of the State's Housing](#)

Film: Sold Out

Out of Reach

Market Watch

Rental Snapshots

Housing Continuum

Aging and Affordable Housing: The Growing Crisis

According to a recent Harvard Joint Center for Housing Studies & AARP Foundation study, by 2030, the number of people aged 65 and older is estimated to reach 73 million, increasing by 33 million in two decades. Here in Minnesota, more than 1 in 5 residents in each of our 87 counties will be over 65 by this date. This “rapid aging” of America, including Minnesota, creates several challenges for housing, ranging from affordability to accessibility. What do we need to do in our state to ensure that the needs of seniors will be met?

So to me, an immediate potential Hidden Idea I could use:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.





Now let's look at other search results that came up:

Result #2:

<https://www.cnbc.com/2019/10/09/i-cant-afford-retirement-is-main-reason-seniors-continue-to-work.html>

- “I’m supporting my family.”
- “I’m paying off debt”
- “I don’t have enough saved”

And some more

Result #10:

<https://www.aarp.org/retirement/retirement-savings/info-2019/no-retirement-money-saved.html>

- Employers have phased out pensions.
- Didn't take advantage of IRAs or work-based 401ks



Let's Pause for a Minute and Remember Where We're At...

1. Formulate the problem you are trying to solve
2. Rephrase as a “WHY” question
3. Search for answers





4. Modify: Add Simple Modifiers to Your Search:

Surprising

Real Reason

Breakthrough

Science Behind

New Discovery

New Research

New Data

New Finding

Shocking



new data seniors retirement



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<https://www.pewresearch.org> › ... › Retirement



Amid the pandemic, a rising share of older U.S. adults are now ...

Nov 4, 2021 — The financial context in which older adults are making retirement decisions ... in March 2020 but reached new record highs by August 2020.

You visited this page on 2/18/22.



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Pew Research Center

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NOVEMBER 4, 2021



Amid the pandemic, a rising share of older U.S. adults are now retired

BY RICHARD FRY





Google Pay 1 Modified Search Result

As employers contend with growing numbers of younger employees quitting in the great resignation, the COVID-19 recession and gradual labor market recovery has also been accompanied by an increase in retirement among adults ages 55 and older.

It is unclear whether the pandemic-induced increase in retirement among older adults will be temporary or longer lasting. Newly published labor force projections from the Bureau of Labor Statistics suggest it will be temporary. BLS projects large increases in labor force participation among older adults from 2020 to 2030, with nearly 40% of 65- to 69-year-olds being in the labor force by 2030, up from 33% in 2020.

A second Hidden Idea:

More seniors have retired because they got richer during the pandemic, and their assets increased. But it might be temporary because with a recession or big economic event, they'll be dragged back into the workforce.



Google Page 1, Modified Search Result



Schwartz Center for
Economic Policy Analysis

Economic insights for a more equitable society

Economics Dept | Who We

RETIREMENT

CLIMATE CHANGE

PUBLIC F



The Pandemic Retirement Surge Increased Retirement Inequality

June 1, 2021



A third Hidden Idea:

*The Growing Retirement Wealth Gap (And
How To Make Sure You're On The Winning
Side)*



5. Categorize

Spend 30-60 minutes and list out every answer you find. For each one, categorize it as:

1. Hidden
2. Emerging
3. Known



5. Categorize

Hidden Ideas:

Expensive mortgages are putting an unprecedented number of seniors at risk of losing their homes, while creating a once-in-a-lifetime investment opportunity.

Covid-19 Accelerated Seniors Retiring But It May Be Temporary (And You Could Be At Risk)

Covid-19 Created A Growing Retirement Wealth Gap (And How To Make Sure You're On The Winning Side)



5. Categorize

Emerging Ideas:

*Continuing to Support Adult Children for Longer is
Keeping Seniors in the Workforce*

