Ideation Tools

Kindle for pc

https://www.amazon.com/gp/digital/fiona/kcp-landing-page/ref=kcp\_pc\_mkt\_lnd

4 Steps to the Epiphany -Steve Blank. Great book on customer development but very good for ideation

<http://www.amazon.com/Four-Steps-Epiphany-Steve-Blank-ebook/dp/B00FLZKNUQ/ref=pd_sim_351_1?ie=UTF8&dpID=51FvvcJVKYL&dpSrc=sims&preST=_OU01_AC_UL160_SR119%2C160_&refRID=15H3T98HEZP667WAVXCX>

3 Minute Summaries

https://www.amazon.com/Minute-Summary-Epiphany-thimblesofplenty-Business-ebook/dp/B00RZNAS5M/ref=sr\_1\_31?s=digital-text&ie=UTF8&qid=1487444649&sr=1-31&keywords=3+minute+summary

2. Guy Kawasaki

Make Meaning

Focus on making meaning, not money. If your vision for your company is to grow it just to flip it to a large company or to take it public and cash out, "you're doomed". Kawasaki says that great companies are built around one of three kinds of meaning:

1.      Increase the quality of life. Make people more productive or their lives easier or more enjoyable.

2.      Right a wrong. A variant on the above. Be a part of the solution, not a part of the problem.

3.      Prevent the end of something good. Preserve something classic or historical. Save the whales.

3. Look for a problem to solve. The solution is your business.

4. Brainstorming

5. Find what works for you- what triggers your creativity. Long walks, beer, various types of music- all have been shown to enhance creativity. Always be looking for a problem to solve or an unmet need.