

How do



1. Frustration + Problem solving = Good idea

IDEAS DON'T JUST COME TO YOU IN THE BATH! USUALLY THEY ARE THE RESULT OF TRYING TO **SOLVE A PROBLEM** WHICH IS OFTEN IMPROVING THE PERFORMANCE OF A PRODUCT OR MAKING IT EASIER TO USE

SOMETIMES A **FLASH** OF INSPIRATION CAN SET OFF A CHAIN REACTION OF GOOD IDEAS!

PETE GAMMAK, CONCEPT DESIGN DIRECTOR

you come

NOW WHAT?

2. Good ideas need investment of time and energy

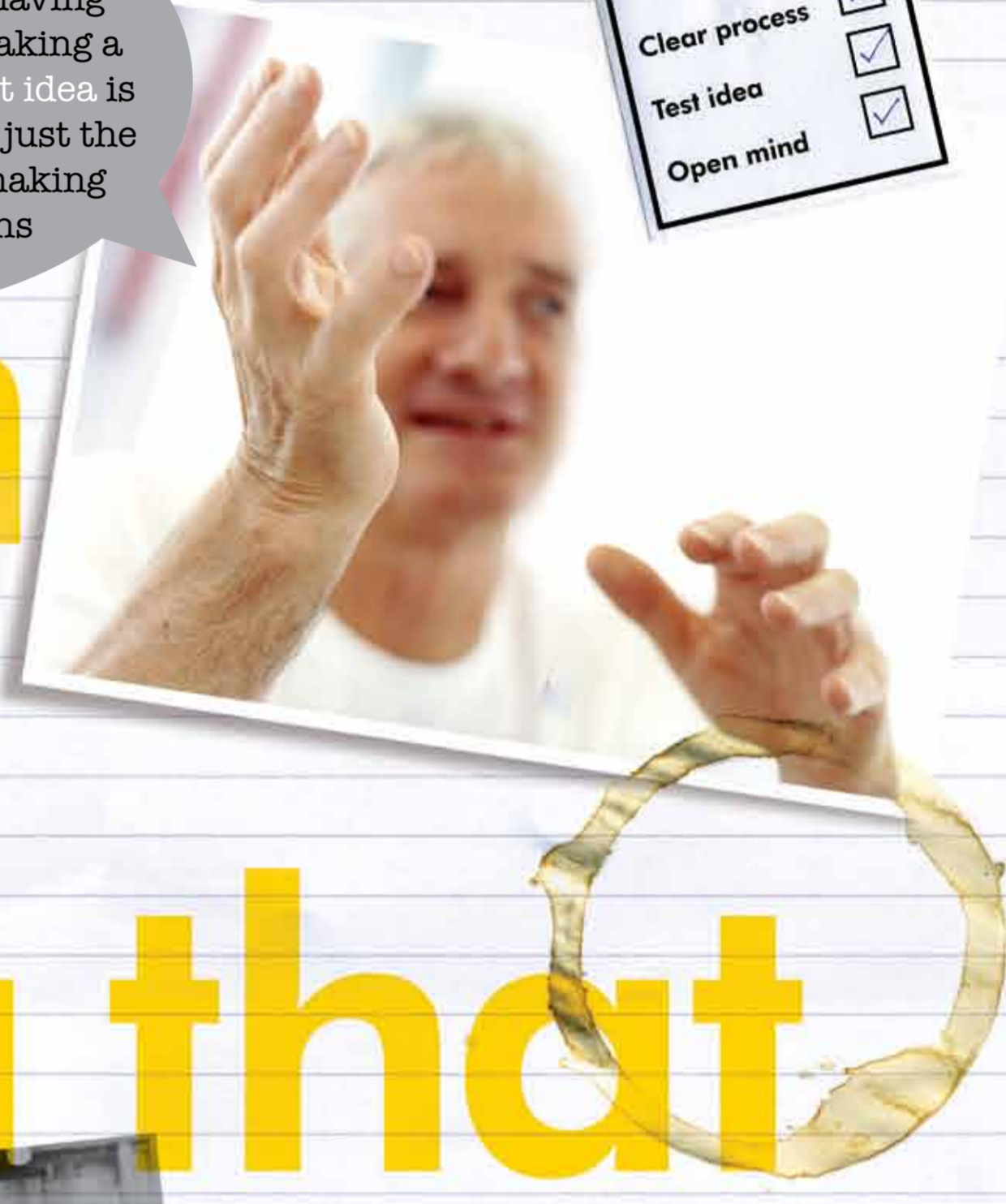
I want to abolish the idea of the **MADCAP INVENTOR** in his shed having a eureka moment and making a fortune. Having the bright idea is crucial of course, but it is just the start of the process of making successful inventions

Inventor's check list
Clear process
Test idea
Open mind

up with

3. How stubborn are you?

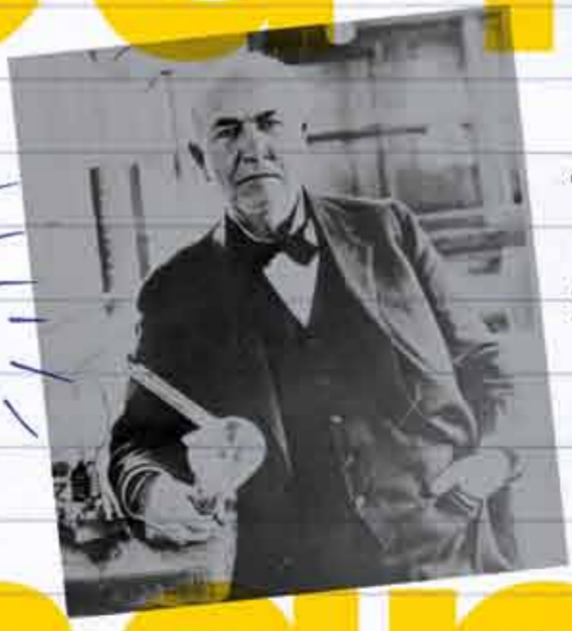
Five years and 5,127 prototypes. Each one provided learning-learning from failure. After all, they were all failures until the last one.



an idea that

4. What if it goes wrong?

A GLUE THAT WASN'T STICKY ENOUGH TURNED OUT TO BE THE VITAL COMPONENT BEHIND THE SUCCESS OF THE POST-IT NOTE!



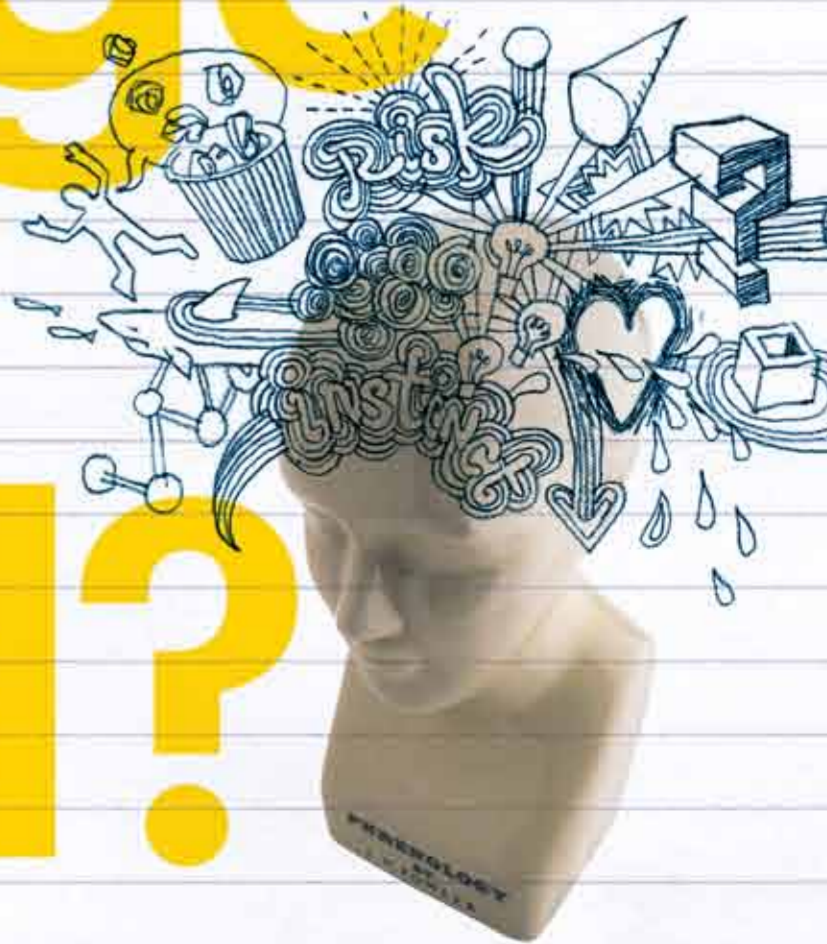
"I have not failed. I've just found 10,000 ways that won't work."
Thomas A. Edison

can change

"Failure is the opportunity to begin again more intelligently."
Henry Ford

An idea is a precious thing. It's something that's not been thought before. It's something that will be subject to ridicule and derision. It's something that could change the world.

Be stubborn. Be creative. Be different.



the world?