

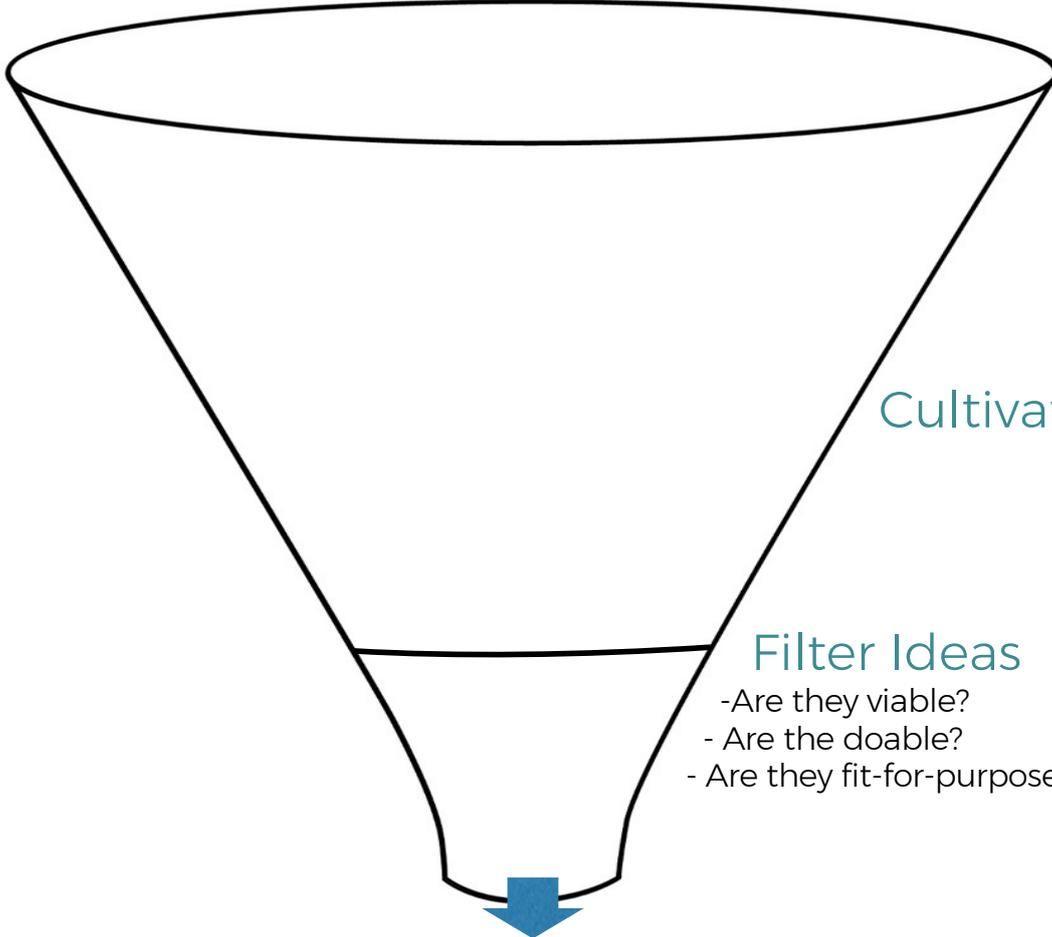
# The Ideas Funnel

What's the Gap?

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What are the Parameters?



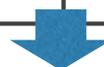
Cultivate Ideas

Filter Ideas

- Are they viable?
- Are they doable?
- Are they fit-for-purpose?



Best idea	Value / Benefit



The First Action

<b>1</b> One Thing	
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