

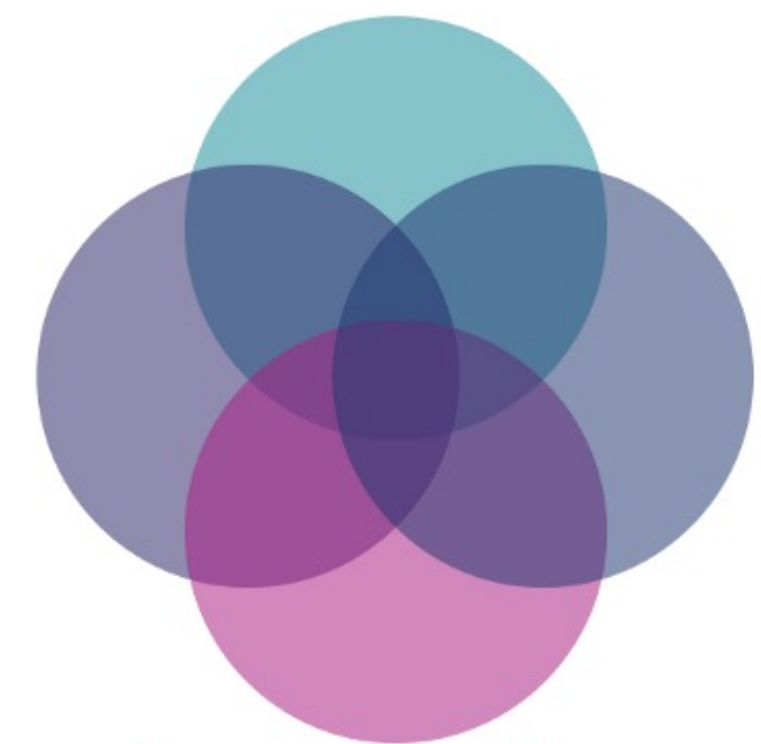


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How to
envision a
Unicorn
product idea?



A simple
4 step process



My Brain is an Open Source  – Daily Entrepreneur series



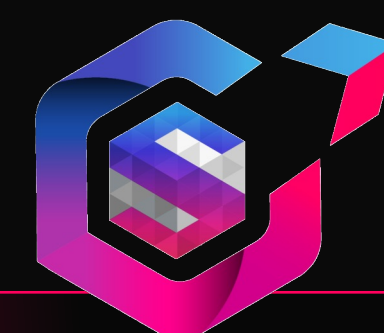
1

What the world
needs?

Identify a
unique
problem

Unleash your potential with a framework that guides you to define goals, track progress and measure achievements with precision

Fuel your startup's success with a crystal-clear MVP objective, Validate your revolutionary idea in the market, Ignite data-driven learning and Soar to new heights





2

What you love to do?

Market fit
solution

Unleash your potential with a framework that guides you to define goals, track progress and measure achievements with precision

Fuel your startup's success with a crystal-clear MVP objective, Validate your revolutionary idea in the market, Ignite data-driven learning and Soar to new heights





3

What you are good
at?

Your
expertise



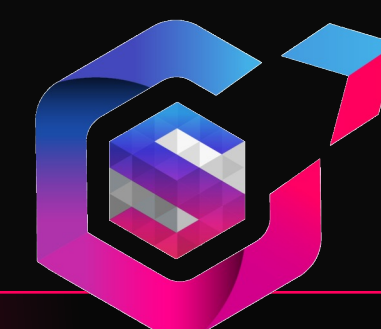
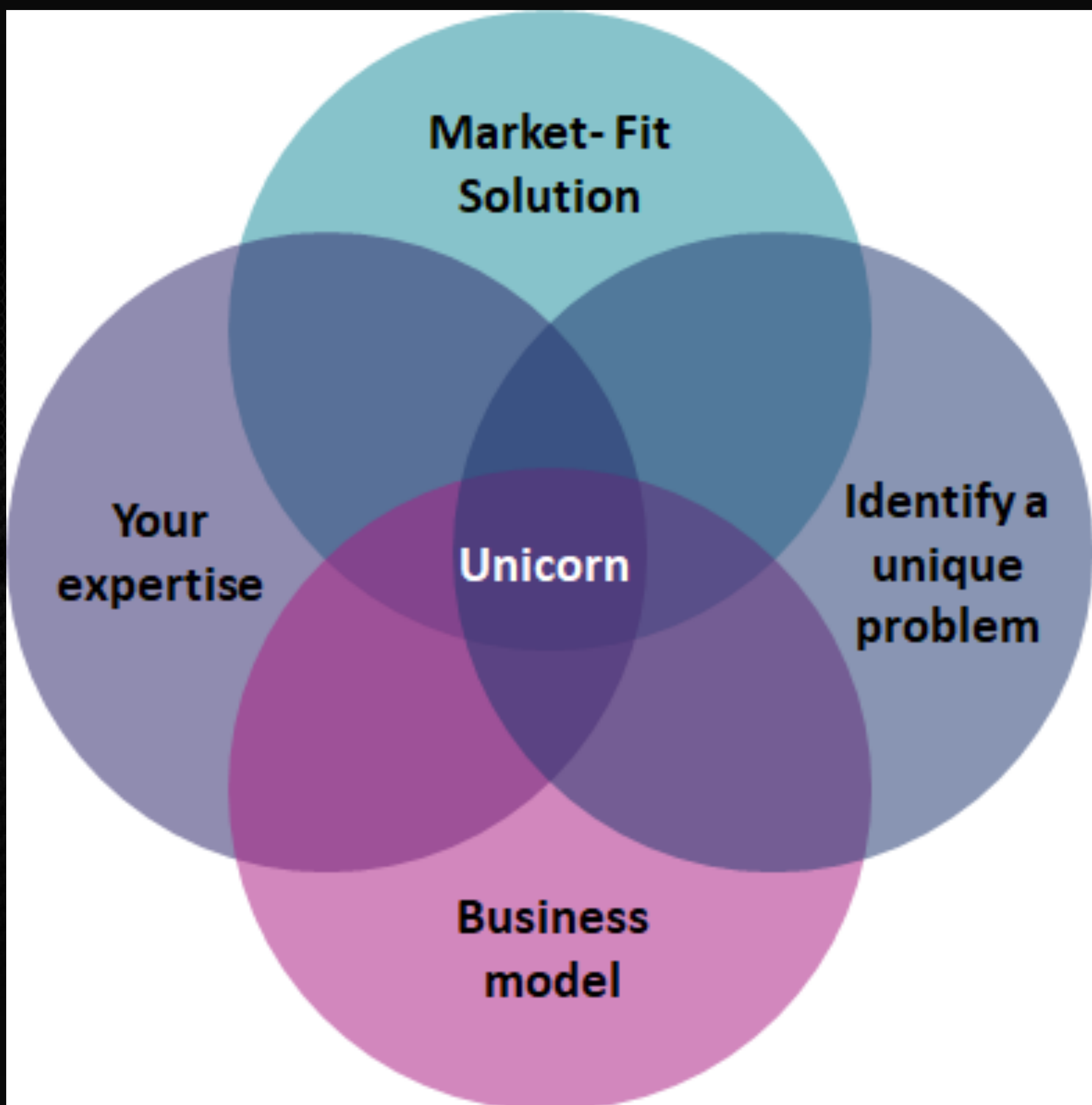


4

What you can be paid
for?

Business
model

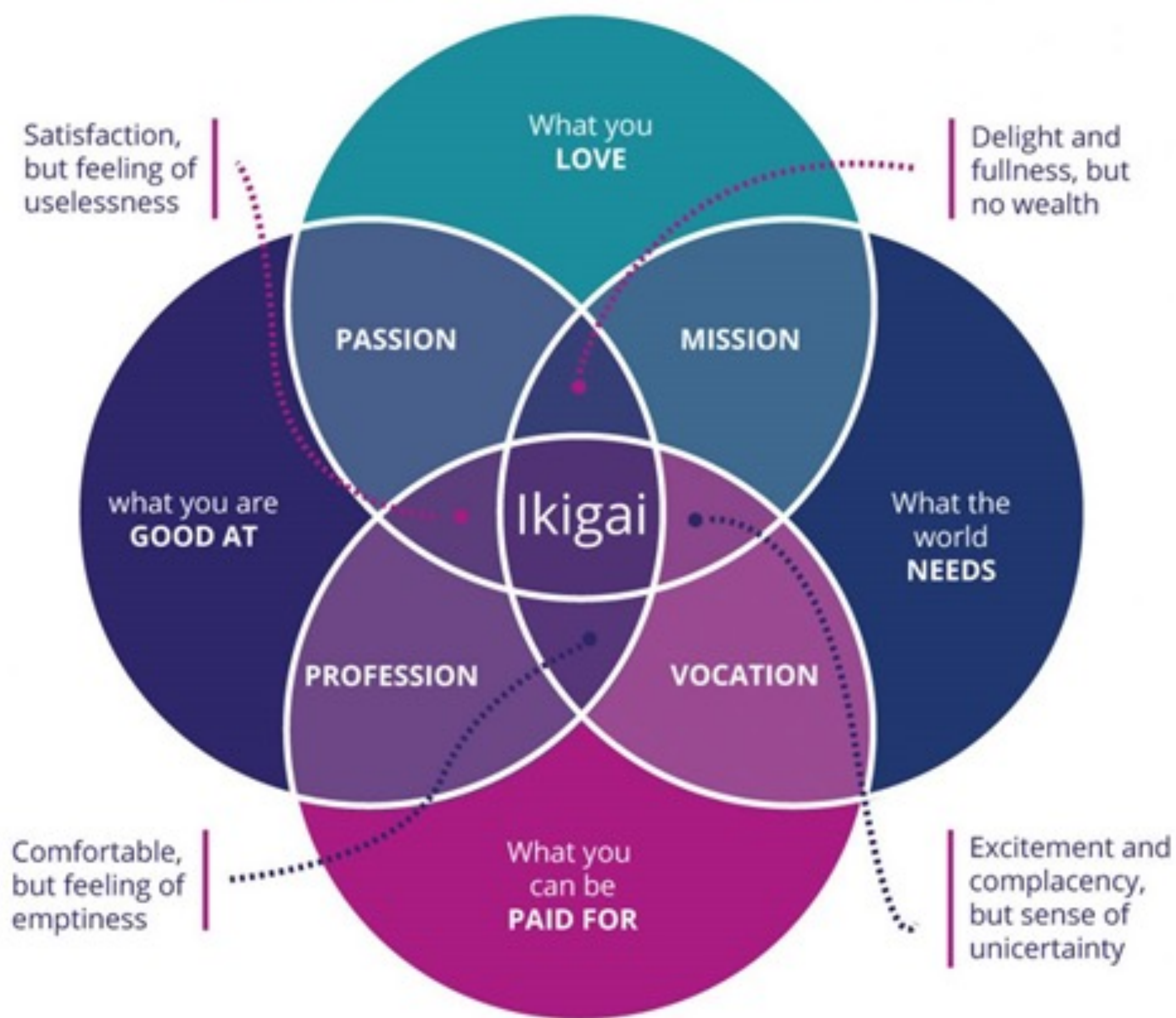






IKIGAI

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"





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