

## Where do good ideas come from?

- Give time back
- Make something easier
- Do something better
- Pick the unsexy part of things
- Find a new trend/industry
- Not always changing behaviours

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

*"We cannot solve our problems with the same thinking we used when we created them"* - Albert Einstein

