

# The Idea Pad

The purpose of the ideas pad is to valid if there is a need for your idea. It's very easy to come up with ideas, and it's easy to sink significant dollars and effort into them, but before you do that, it pays to explore the basics.

- Who would make use of this idea
- Why would they use it
- How would it make their life better/easier etc
- How does the idea fit in with your business/personal life strategy?

