

What surprised you recently?

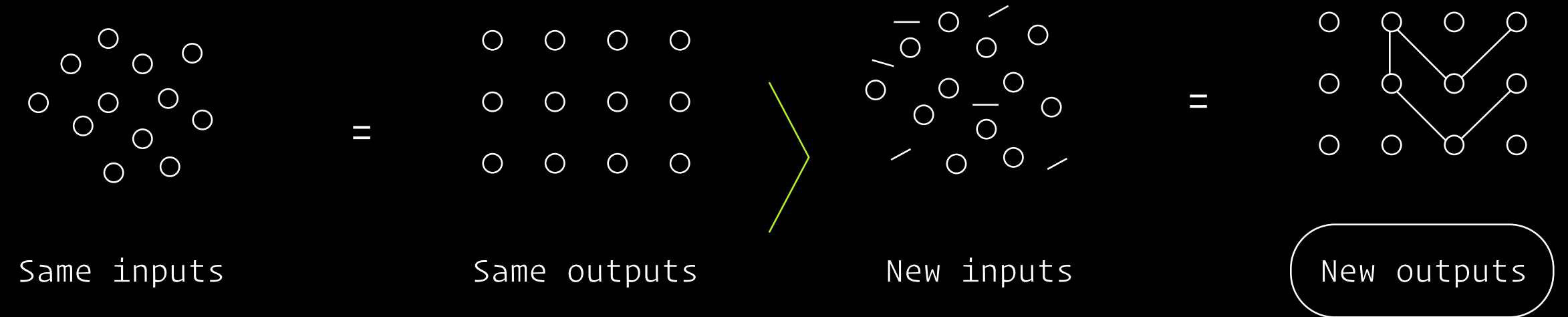
In terms of **innovation**

Don't mention AI... think of cool business ideas instead.

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Your ideas are the result of your inputs.

Your ideas are a remix of your inputs. If you get more inputs, you'll have new outputs.



1 Cavendish Laboratory, Cambridge

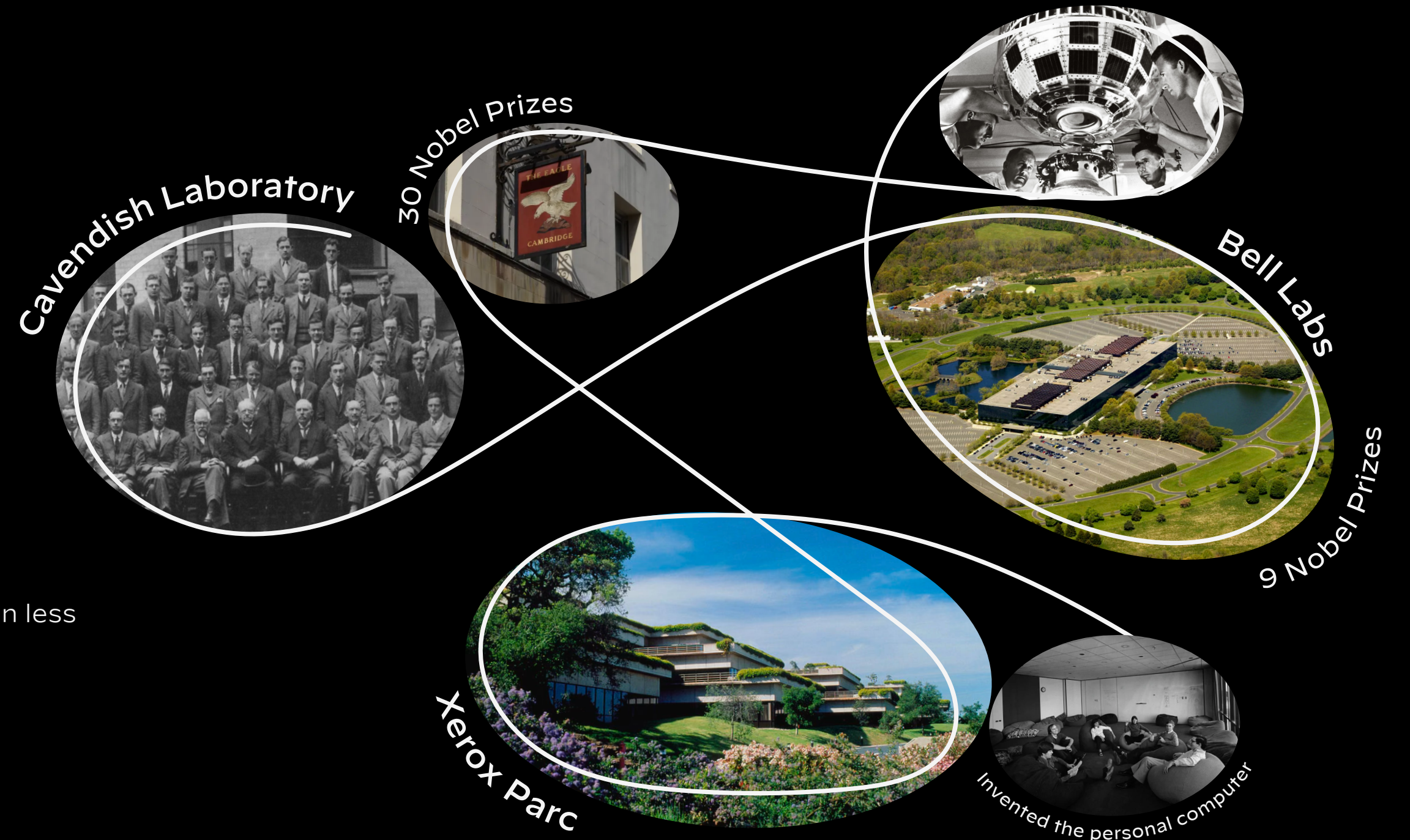
A single building produced 30 Nobel Prize winners (including the discovery of the electron and the structure of DNA).

2 Bell Labs, New Jersey

They produced one patent every day for 50 years, including the transistor, the laser, UNIX, and cellular networks.

3 Xerox Parc, California

Invented the graphical interface, the mouse, ethernet, and laser printing, in less than a decade.



The insight

People from different disciplines talking to each other. Most companies optimize within their field. The best ideas come from the edges between fields.

Takeaway

Diversify your inputs. Intentionally.

- Read outside your industry
- Talk to people with different jobs
- Go to events that aren't "for you"



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