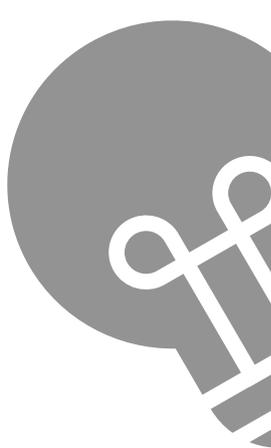


Start with an  
idea.



dev's  
Kitchens



# Start with an idea.

## Get creative

Let's perform a simple thought experiment: you came up with a new brilliant idea, a complete revolution, and a solution so genuine and ground-breaking that it has to be a game changer. Taking it even further, you had your project scrutinized by

experts, consulted with friends and you are absolutely sure it had not yet been implemented anywhere else. You have spent considerable time planning and honing your product and now it's finally ready to be deployed. In short, it's perfect. It is flawless

and it is going to skyrocket your revenue to unfathomable levels .

If any of this applies to you, then this means you must take your pot off the fire. In dev's kitchen, we strongly believe, that any business idea, however

brilliant it may be, is worth 1 USD at most (VAT included ). Why is that so? This is a perfect question, and we have the answer, which is quite simple. If the idea is truly great, then there are undoubtedly other people and teams out there working on and they may even already be implementing it.

To avoid such mistakes, let's talk about implementation itself for a moment. Essentially, it is the process of turning short- and long-term plans into actions in order to accomplish strategic objectives. Most project managers would readily agree that clearly laid plans and comprehensively set goals are fundamental for delivering exceptional results.

To assure this, implementation needs to be as comprehensive as possible, with a robust appreciation of the risks and challenges, and well thought-out contingency plans for all the major risk points or various pit holes. "Remember: most great plans aren't. They are just nice, high-level ideas ."

Good plan is often not enough to succeed, however. Setting it in motion is equally important; as it is reflected in words of Thomas Edison "Inspiration without execution is hallucination". Even if your solution to a problem is not as genuine as you previously thought, you may make it so just by trying to perform it better than the other teams. The effort is what really counts here.

Planning and efficient execution should always be preceded with thorough research. This includes

market analysis, making a detailed Business Model Canvas, estimations of market size, competition analysis and more. Do not forget about assessing your future development costs, revenue model, long-term financing and how much the product or service will cost to market and maintain. Only after examination of such elements can you tell whether your idea is feasible.

To assure that your recipe for business is a marvel to behold you cannot forget that greatest dishes, apart from great ingredients require also a lot of motivation and enthusiasm. Fortunately, our experience in the Dev's Kitchen tells us that those two things can be really contagious .