#10

Our original idea isn't working.

WHAT'S HAPPENING?

You've tried and tried, and it's not coming together. That isn't failure. It's data.

TRY THIS

Ask: **Is it the IDEA or the BUILD?**

- **IDEA problem:** It doesn't solve the problem, or nobody would use it → go to radiator #11.
- **BUILD problem:** The tech is too hard → make it smaller, or fake the hard part (show a picture of it, or have a person do that part by hand).

STILL STUCK?

Paste to AI: "We're trying to build ___ to solve ___. The part that isn't working is ___. What's a much simpler version we could finish in 30 minutes?"

NEXT STEP

Write down what you tried. It goes on slide 6 ("What happened?"). Then flag a facilitator.

Scan for the 60-second video