Transcript: Starts with a wave; The Microsoft Garage

Starts with a wave

You are here to have a big idea and a big idea starts with recognizing a wave.

Now, imagine you're a surfer scoping out the water of an isolated Cove. You were at the edge of the shore with a surfboard, and you look out at the crests and troughs of the waves, contemplating where to charge in. Within a few moments, you realize that you have discovered an epic set, so you invite a few friends to an awesome swell.

With this image in mind, you can apply a Surfer's mindset to creating your next big idea. First, you'll identify waves. Those are events or trends at unique points in time. Next, you'll determine whether each wave is something rare that few others have noticed. Knowing this will be your motivation to build the best project to surf that wave. Lastly, you'll find the people who will ride the wave with you. Your team will need a diverse skill set to make the most of that wave's opportunity.