Which AI ideas to cross off before anyone builds them

Run the test yourself in one evening, and read it again in two weeks.

The idea	1 **It happens often enough that a failure gets noticed within a week** Yes or no	2 **The rule can be written down for a new hire** Yes or no; ask three people separately	3 **A wrong answer lands where a person sees it first** Where it lands, and who would find out

The five steps

1. Write every idea down without judging it, in the order it comes to mind.
2. Ask the rule question to three people, separately.
3. Next to each line, before writing any benefit, write where a wrong answer would land and who would find out.
4. Cross off every line where the answer is a customer, and every line where the answer is nobody.
5. Put the list away for two weeks, then read it again.

> What is left is usually a short list, and that is the shortlist worth a conversation.