

The Odyssey of an Idea

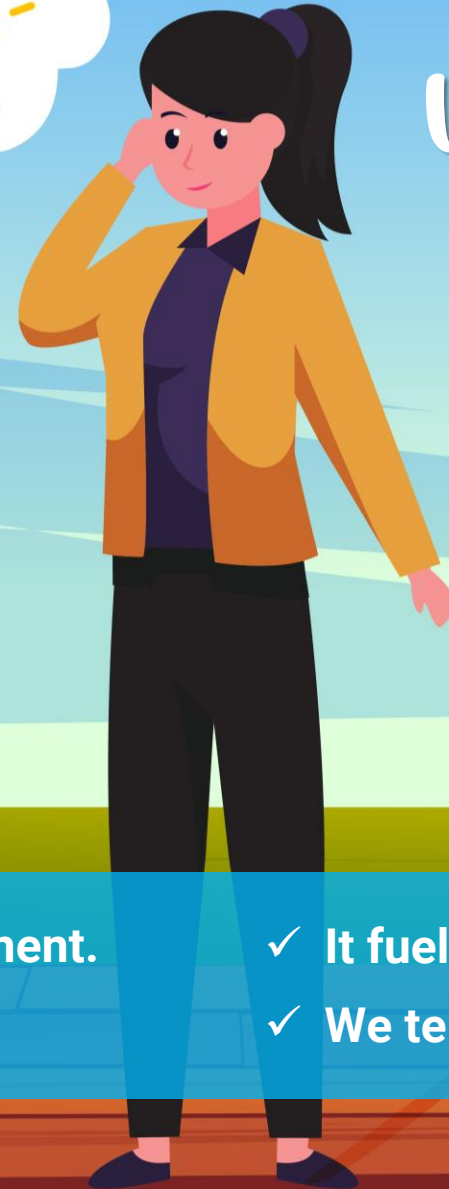
It Goes Something Like This:

The Lightbulb Moment, Defying Storms,
Humiliation and Embarrassment, The
Mountain of Rejections, Ten Years Later
Triumphant Success!





We Get an Idea



- ✓ There is a surge of excitement.
- ✓ We have no fear.

- ✓ It fuels our imagination.
- ✓ We tell everyone.

An illustration of a woman with black hair, wearing a yellow jacket and black pants, walking in the rain. She is looking towards a large, grey, jagged mountain in the background. The mountain is labeled 'The Mountain of NO' and has several 'NO' words written on its peaks. The sky is dark with lightning bolts. In the top left corner, there is a circular logo with a globe and some text.

Excitement Settles

- We think about the obstacles that lie ahead.
- The belief in our idea and the passion behind it empowers us to move forward.

We Encounter Challenges

We encounter unexpected challenges, financial, personal, technical difficulties, etc.

- Our circumstances catch us off guard and reality sets in.
- Our optimism is challenged, we feel alone fighting a fierce, dark storm.
- The mental game begins.
- Do we give up? Or do we keep going?





We are forced to Reevaluate

We are forced to reevaluate our approach, find alternative solutions, adapt our strategies, and remind ourselves why we believed in the initial idea.



The Mountain
of "NO"

OUR SUPPORTERS BECOME OUR DOUBTERS

- Can we withstand the Humiliation and Embarrassment?
- Can we withstand the continuous rejections piling up to a steep mountain?

This is when we turn to our inside voice and cancel the outside noise and just keep pressing on.



*We accept the
magnitude of
this odyssey.*



We are the few, the crazy ones who accept the magnitude of this odyssey.

- ✓ We are determined to forge on.
- ✓ We know that beneath our dampened spirits we are gaining valuable lessons rather than permanent defeats.
- ✓ We view each setback as a step closer to accomplishing our idea.
- ✓ We know that the challenges are temporary hurdles on the path to achievement.

**WE PRESS ON - AND ON - AND ON - AND TEN YEARS LATER, WE ARRIVE.
NEVER GIVE UP!**