

# I THINK THAT I HAVE A GREAT IDEA, BUT I DON'T HAVE A BUSINESS BACKGROUND. WHAT SHOULD I DO NOW?

If all you've done is come up with a great idea - for example, "a new computer operating system that's fast, elegant, and bug free" - but you can't implement it, **THEN YOU HAVE NOTHING**. This is why you need a cofounder - until you've convinced other people about your idea, you may be a nut-case.

**THE ART OF THE START**