



now what ?

by entropie

1 looking for data

looking for data

Most people try to find their business idea by thinking harder.

The problem is that **your next chapter is rarely hidden in your thoughts.**

It is usually hidden in your experiences, patterns, interests, strengths, and unresolved curiosities.

Before looking for a new direction, let's first uncover the clues that already exist in your life.

life inventory

Goal

identify recurring themes, strengths, interests, and natural talents that have followed you throughout your life.

Questions

- What topics can you talk about for hours without getting bored?
- What do people regularly ask you for help or advice with?
- What problems have you solved for yourself that others still struggle with?
- What activities make you lose track of time?
- What have you always been curious about?
- What subjects do you constantly consume content about?
- What kind of work feels energizing rather than draining?
- What would you gladly do even if nobody paid you?

life inventory

What patterns do you notice ?

your (real) values

Goal

Most people think they know their values. What they actually know are the values they wish they had. This exercise helps uncover the values already driving your decisions.

Questions

- How do you spend your free time?
- Where do you spend your money most willingly?
- What do you think about most often?
- What topics dominate your conversations?
- What frustrates you when other people don't understand it?
- What achievements make you feel most proud?
- If someone followed you for a month, what would they conclude matters most to you?

your life timeline

Goal

Your future business often sits at the intersection of your experiences, skills, challenges, and successes.

How to do your timeline

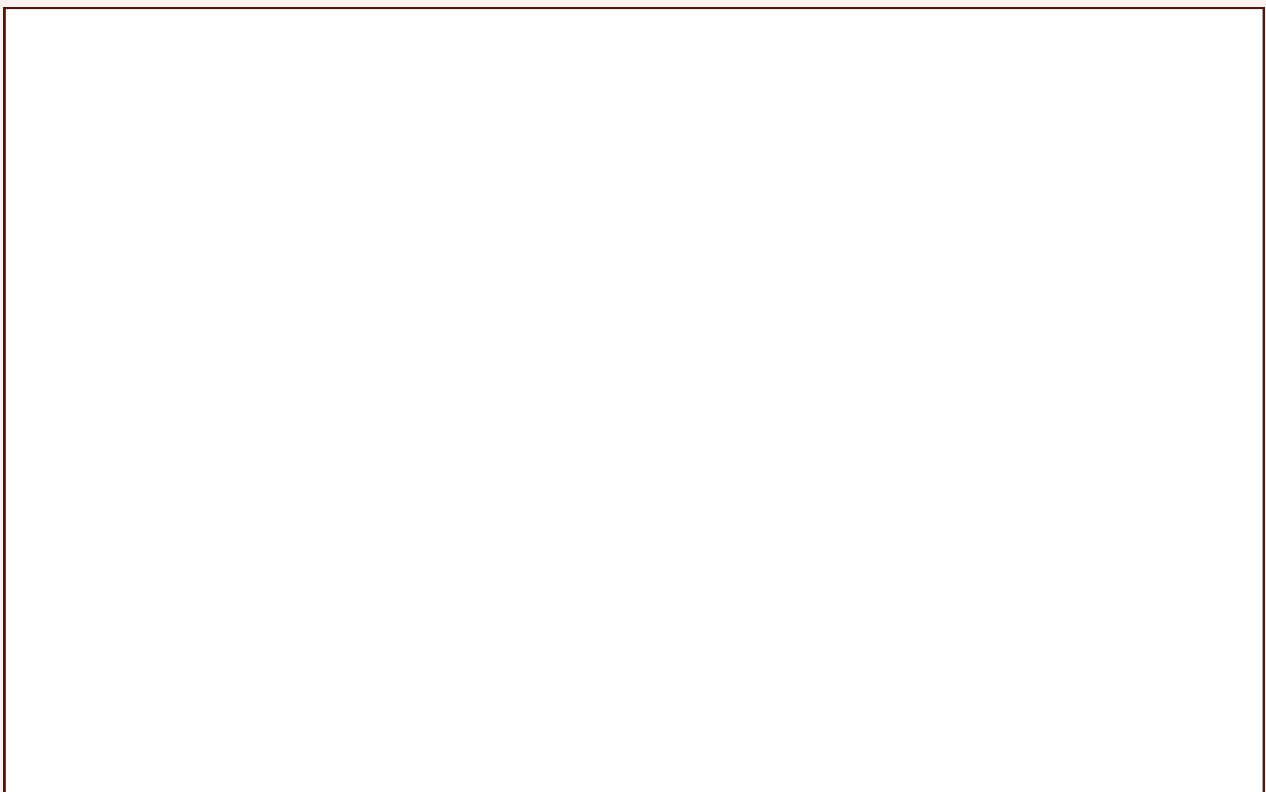
Create a timeline from childhood to today. For every major period of your life, identify:

- Significant experiences
- Skills developed
- Challenges overcome
- Achievements
- Moments when you felt most alive
- Moments when you felt most proud

The easiest way to create it, is to take small cards and lay them on the floor. Use one card for each event/period of your life with its learning. That way you can always add new events by pushing the cards.

Reflections

- Which themes appear repeatedly?
- Which strengths show up again and again?
- Which experiences would be valuable to others?

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generating
new data

gathering new data

You cannot discover a new direction from your current level of exposure. **Clarity comes from action**, not from thinking.

The goal of this phase is not to find the perfect idea.
The goal is to create enough experiences for patterns to emerge.

curiosity experiments

Goal

Generate evidence instead of waiting for certainty.

Questions

List 10 things/ideas/fields that sound interesting.

For each one:

- Who could I talk to?
- What small experiment could I run this week?
- What is the fastest way to test my interest?

Challenge

Over the next 30 days:

- Have conversations with people doing work you admire.
- Attend events, workshops, or communities.
- Launch tiny experiments.

Reflections

- What gave you energy?
- What made you want to continue?

10 alternate lives

Goal

To identify what you truly want beyond specific job titles.

Questions

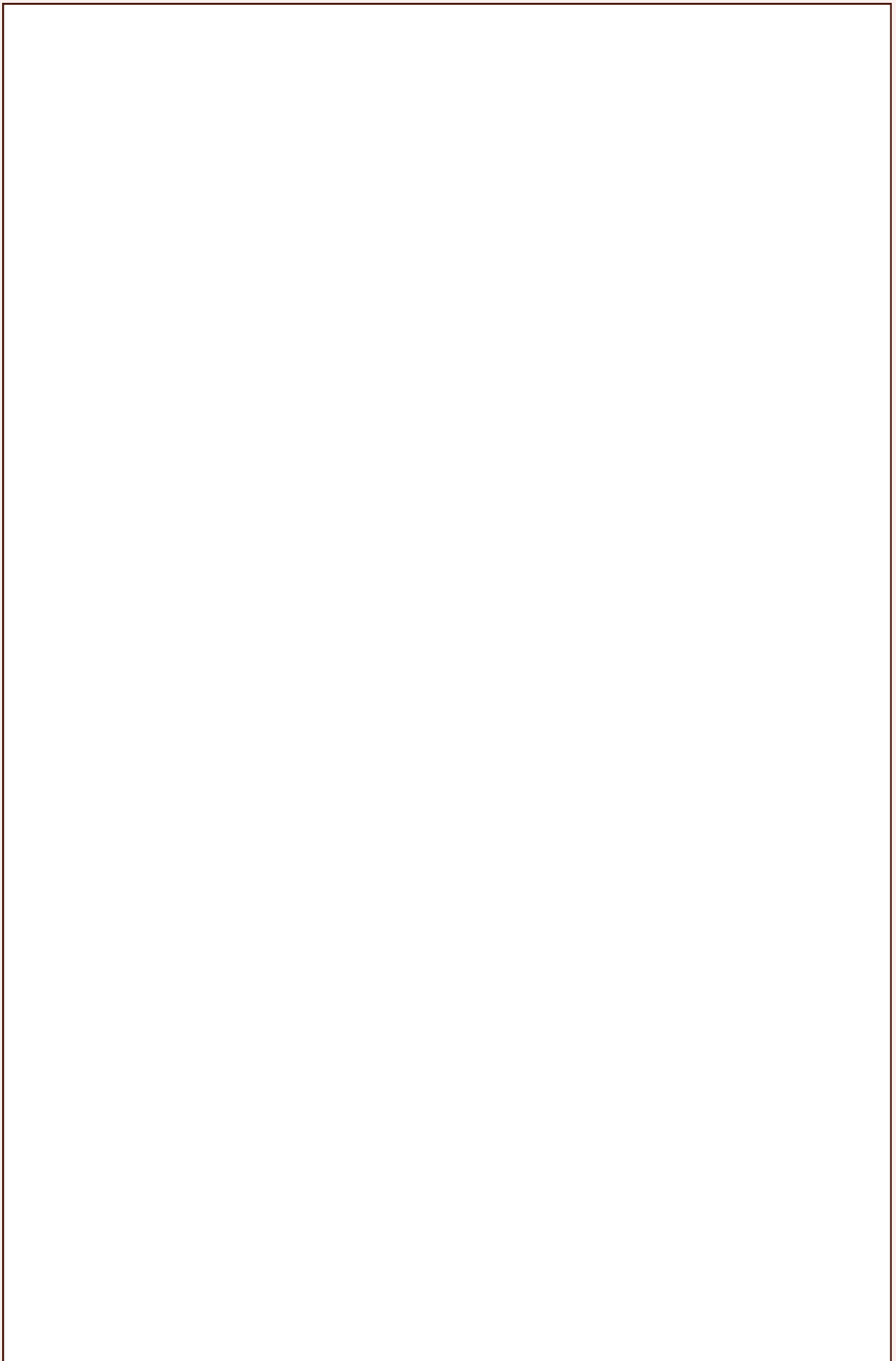
Imagine you could live 10 completely different lives. What would they be?

Examples:

- Documentary filmmaker
- Surf instructor
- Author
- Therapist
- Investor
- Designer
- Researcher
- ...

For each life:

- What attracts me?
- What does this life allow me to experience?
- What emotions does it create?



10 alternate lives

Reflection

What do these lives have in common?

Look for:

- Freedom
- Creativity
- Impact
- Adventure
- Learning
- Beauty
- Recognition
- Community
- Leadership

The common denominator is what matters.

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lost in the
right direction

lost in the right direction

Most people believe they need a business idea before they start creating. They tell themselves: "Once I know what I want to do, I'll start posting."

The problem is that clarity rarely comes first. Visibility comes first. Then clarity follows.

The people who figure things out fastest are often the people who are willing to share the journey while they are still discovering it. Instead of waiting for certainty, they start building a platform. They create what Naval Ravikant would call a form of personal media.

A place where ideas, observations, experiments and lessons can accumulate over time. The goal is not to become an influencer. **The goal is to create an asset.**

build an audience before you need it

Goal

Almost every future business needs: Trust + Attention + Relationships

If you start building those today, you won't have to start from zero when the business idea becomes clear.

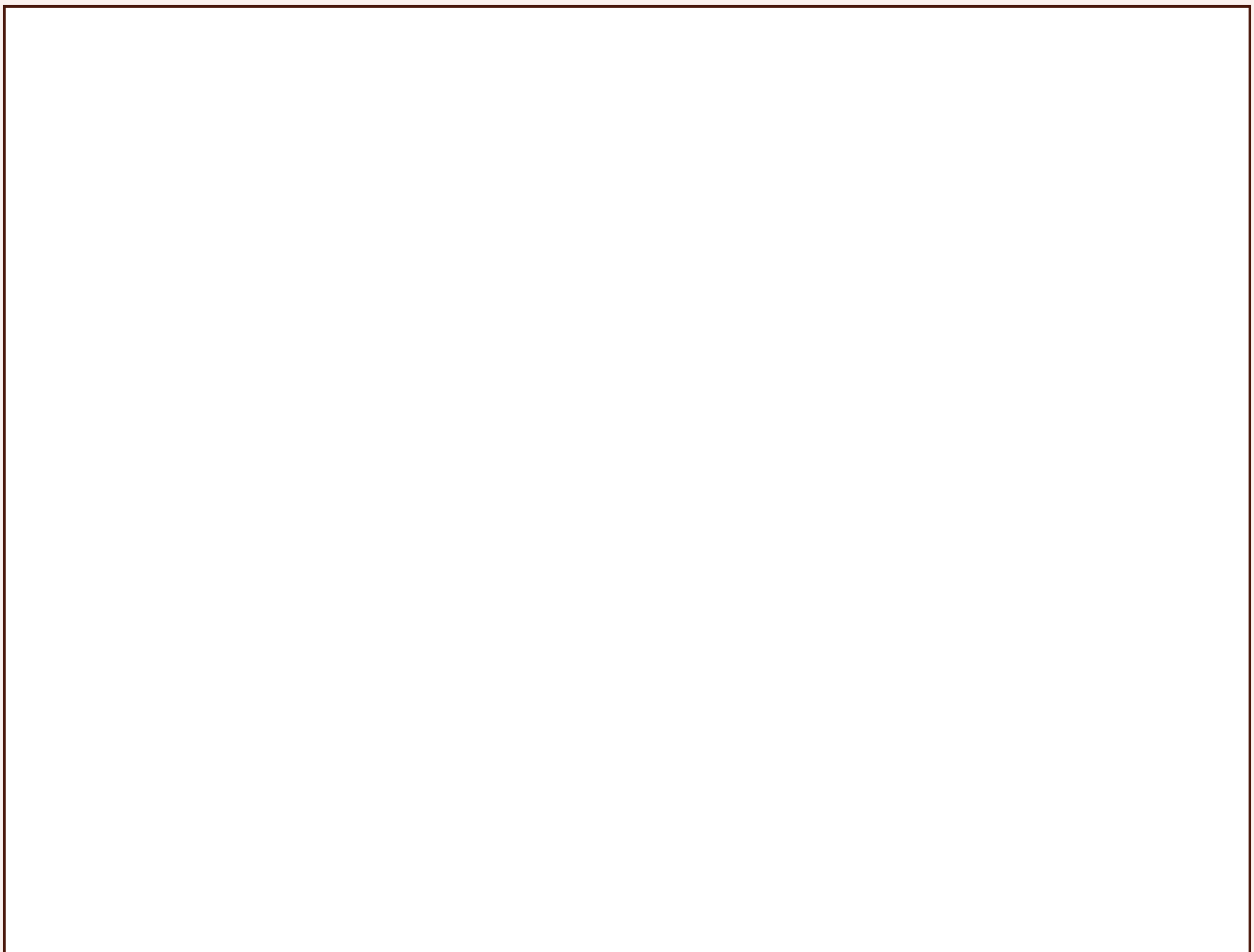
Most people spend months trying to find a business idea. Then they spend years trying to find customers. You can do both at the same time.

Challenge

For 30 days, share one thing every day on a platform/format you enjoy :

- A lesson
- A question
- An observation
- A story
- An experiment

Pay attention to what creates energy (in you) and conversations (with others).

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content is a discovery tool

Goal

When you don't have an offer, something magical happens. Nobody feels sold to. People engage because they are interested, not because they are being marketed to. This creates a rare opportunity. **You can use content as market research.** Every post becomes a test and every conversation becomes data.

Reflection

- Which posts generated the most curiosity?
- Which topics created the most conversations?
- Which questions did people repeatedly ask me?
- Which content felt easiest to create?
- Which audience am I naturally attracting?

final note

Final note

Instead of asking:

"What business should I start?"

Ask:

"What direction am I willing to explore for the next 6 months?"

A business is rarely discovered. It is usually revealed through movement.