"BIG IDEA" BANG: B1iX IP SOLVES FOR VISION (NOT IDEAS)

On the first day of orientation, I met Bill Gross, serial entrepreneur and founder of Idea Lab in Pasadena, CA. We were in the former supersonic wind tunnel Art Center College of Design had acquired for its graduate programs.

Bill was holding an umbrella that looked like it had barely survived being sucked through a turbine engine. *Was it his lucky umbrella? Maybe it was an actual prototype of a handheld solar-powered teleporter that was still in alpha?*

Needless to say, I was bemused and distracted. *"Why? Why? Why? He's Pasadena's only billionaire, surely he can afford a new umbrella?"* When I proceeded to the front arc of people passionately testing his curiosity about their startups, I confessed I did not have a startup, but that I had an idea.

Three minutes later, after a conundrum of palindromes that echoed around my brain, he iterated that in fact ideas are worth nothing, that instead passion, execution, and team matter – *but, perhaps, not as much as market timing.*

"Obviously, the real value of an idea cannot equal zero," is what I wanted to say, being a writer by education. But I reasoned: *"He's an engineer, the alphabet is a second class citizen to tech founders."* Empirically, is not the constitution a written document – *rather than an algorithm, or an oil painting?*

I walked away with his personal email and the understanding that startup ideas (like screenplays in Hollywood) are mere potential energy. But also, that a well constructed idea in a 30 second pitch was enough to reconfigure my thesis. I had tested my idea in the wind tunnel of a seasoned brain. And the idea got stronger. Inspired, I crafted the first B1ix schematic, in UML, working out the process flow for computational creativity across America's kitchens, the Stomach recipe app. *(In my research, I discovered Watson AI had already tested a similar thesis with top chefs, cognitive cuisine, i.e. computer-assisted human creativity.)*

After Steve Jobs fractured software development into tiny little apps, portal ecosystems devalued. After Eric Reis declared that you can have a successful company even if your initial idea is (in my opinion) way off the mark, as long as you pivot and iterate, lean became sexy. After I watched moonshots by tech founders have small conversion rates into success (both post-exit founder labs and uber secret skunkworks), I realized that vision is not an abundant commodity, that technical founders are rarely also creative founders, and that large tech companies lack a reliable innovation model that doesn't default to outsized acquisitions.

Because of my training in media studies, entertainment technology and filmmaking, the specific frontier of my focus is new media technology – that elusive intersection where IT and media collide,

sometimes creating rich media user experiences which currently drive growth on social platforms.

Shaping inspiration into "big ideas" – or rather visualizing platform ecologies using research, UML workflows, rapid prototyping, and proof of concept stages – the possibility of solving large problems and creating new market spaces and tech brands, and/or market-ready products for established tech brands, is fueled by a development workflow partly grafted from Hollywood's script development and previz models. *(A16Z famously borrowed from Michael Ovitz and CAA's packaging model.)*

B1ix, Billion Dollar Idea, conceived as a product startup system for incumbent market players, like Google, Meta, X, Apple, Microsoft, the U.S. Post Office,... leverages market share pain points by outsourcing (and organizing) disruptive innovation.

More recent M&A limitations by regulators on horizontal (and vertical) sector consolidations is directly the target of the current executive branch agenda, and legislator antitrust bills. But B1ix creative IP offers a functional alternative for market innovation that may effectively circumscribe prevailing trends.

Because ideas are not yet companies, or coveted market shares, Blix IP offers products within a bespoke B2B service that promotes optimization of existing product ecologies, therefore amplifying market differentiation, and more so rendering moot growth tactics rooted in monopolist strategy.

With Blix, creative disruptive can come from within, augmenting strategic forces already in play by entrenched stakeholders, in consumer-facing, new media, and social/graph-driven tech markets.

The inherent opportunity of media technology, as a frontier for existing tech brands, has been an evolving question. Across the span of my MFA pursuits, at Art Center, a design thinking school, and more recently MSMU, where the Gina Davis Institute is based, I have interrogated the value and deficits of mass media culture and its technologies. In this time, I recall a rather profound question Michael Arrington asked Marissa Mayer: *"Is Yahoo a media or a technology company?"* Perhaps Marissa's tenure faltered because she didn't have an incisive perspective. Indeed, his question provoked the very essence of the broadband shift occurring from information to media technologies, directly influenced by the convergence of Silicon Valley and Hollywood industries.

Ideation applied to large problems can be leveraged by classic user-centric processes, defined by design thinking. But more intractable cultural paradigms, like online election integrity, or hate speech, require profound problem space interrogation, reframed by ethics, policy and leadership. The Big Idea can bridge founder deficits by offering VAAP (vision as a product), IP assets shaped into market-ready IT.