

# **IT SEEMED LIKE A GOOD IDEA AT THE TIME**

## **Taking an idea to reality**

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### **ABSTRACT**

This paper outlines the highs and lows of taking what seems a relatively simple idea, and trying to take it to a commercial product. A candid explanation of setting up a new company. Looking at some of the many obstacles, both technically and spatially that have been presented and how they have been solved. The power of a positive network group and a will to succeed, despite lack of resources, and at times knowledge of what we were doing will be explored, along with a peek into what the future perhaps holds.

***Keywords and phrases:*** ideas, goals, plans, detours, uncertainty.