

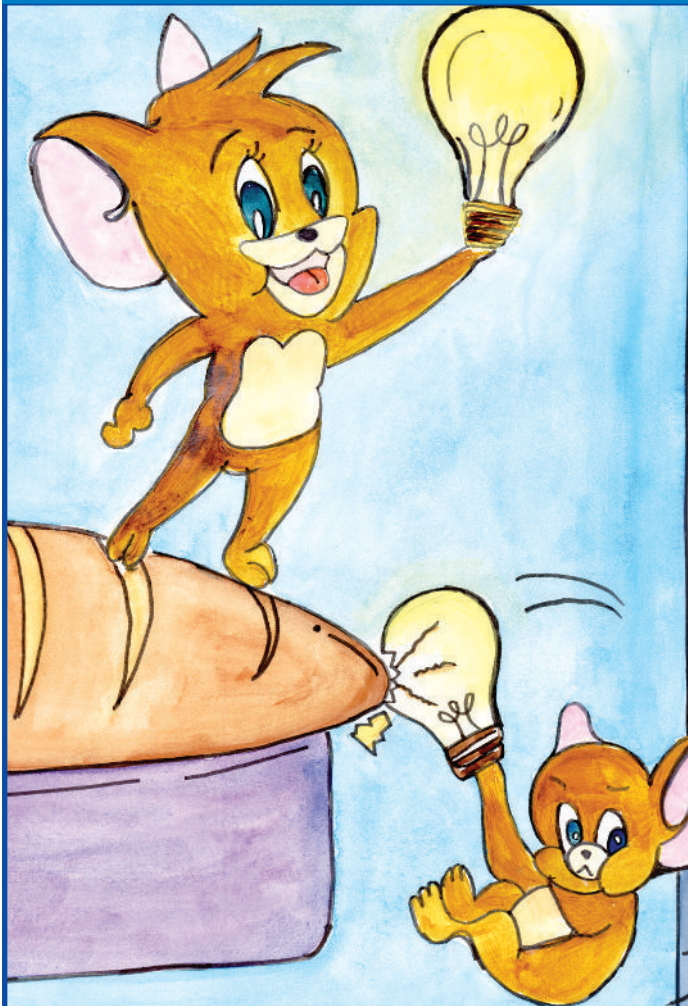
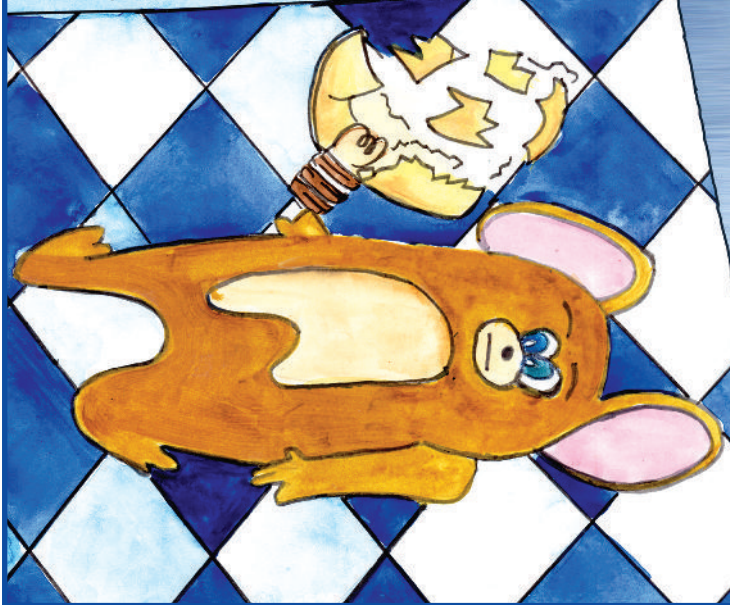


Illustration: Alike Rohatgi, X A & Aaditya Garg, XI B, AIS Gurugram 46



Life cycle of an



Billion Dollar Idea → Forgotten Journal Scribble

Disha Dhir, AIS Gur 46, XI I

studying wasn't unproductive.

Stage 1: Void - 12:19 AM

Imagine an empty, barren field. Lots of potential, but hardly anything has been accomplished from it. This is how you can visualise boredom. You laying on your bed, in an odd position, scrolling mindlessly and that's when it hits you. You're practically an Archimedes reincarnate screaming Eureka, about to revolutionise the whole world, and not just that of physics (buoyancy holds no importance in comparison to this). Now, one might question what exactly 'it' is, but you don't know either and that's the beauty of it.

PS: The odd position advice we must say really works! Who knew that hanging upside down from your bed while scrolling would make the blood rush to your head and give life to the next big thing! I knew that being on my phone instead of

Stage 2: Delusion - 1:24 AM

The idea starts to take some shape... if 'it' can be called that. I mean, surely no one else in the world had ever thought of therapy for plants before. Half-dazed, you call every friend (obviously, the whole world needs to know about this life-changing discovery) but you don't let their confused "uh...that sounds cool" to your 20-minute rant hinder you. You drift into a sequel of illusions - red carpets, phone ringing off the hook with sponsors, and bank account doing cartwheels.

It's going to be such a struggle to stay humble, how miserable are my cousins going to be once they see my name in the Forbes 30 under 30 list, who all will I thank in my TED talk?

Stage 3: The build - 2:01 AM

Still on an unstoppable high, thanks to the caffeine that entered your system during the initial moments of stage 2, you bring out your laptop along with your lucky pen and journal, ready to make dreams come true. You open a million tabs and create a Pinterest board, trying to visualise the product. You create a logo, and truly, even if it's just a cir-

cle with flowers and some cursive text in it, it's absolutely perfect. You might have written zero words of actual content, but the look and aesthetic of the product are going to give Disney a run for their money.

Stage 4: (Failure of) Execution - 11:42 AM

Once the sunlight of reality hits, or rather directly slaps you across the face the next morning, you begin to spiral. You see the remnants of your previous night — 2389 Google searches on possible patents, the manic phone calls you made, something utterly incomprehensible underlined four times in your journal. *Finishing school for pets?! Therapy for plants, what was I thinking!*

Well, folks, this is it. The 20 feet drop that brings us to our demise. You and your friends laugh at your phone call that night — but silently, yet surely, you grieve the loss of something you held so dear.

Stage 5: Rebirth 8 months later - 1:47 AM

Wait...what about finishing school for plants and therapy for animals? Just like any iconic 90s Bollywood movie, in whatever shape or form, trust that the idea will be back.

Pics: Advit Bhardwaj, AIS Gurugram 46, IX H



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