



@KyleScheele

IT ALL STARTED WITH
A CRAZY IDEA...

OSTEOPOROSIS
IS BAD TO THE BONE





**FRIENDS
DONT LET
FRIENDS
WATCH
FRIENDS**

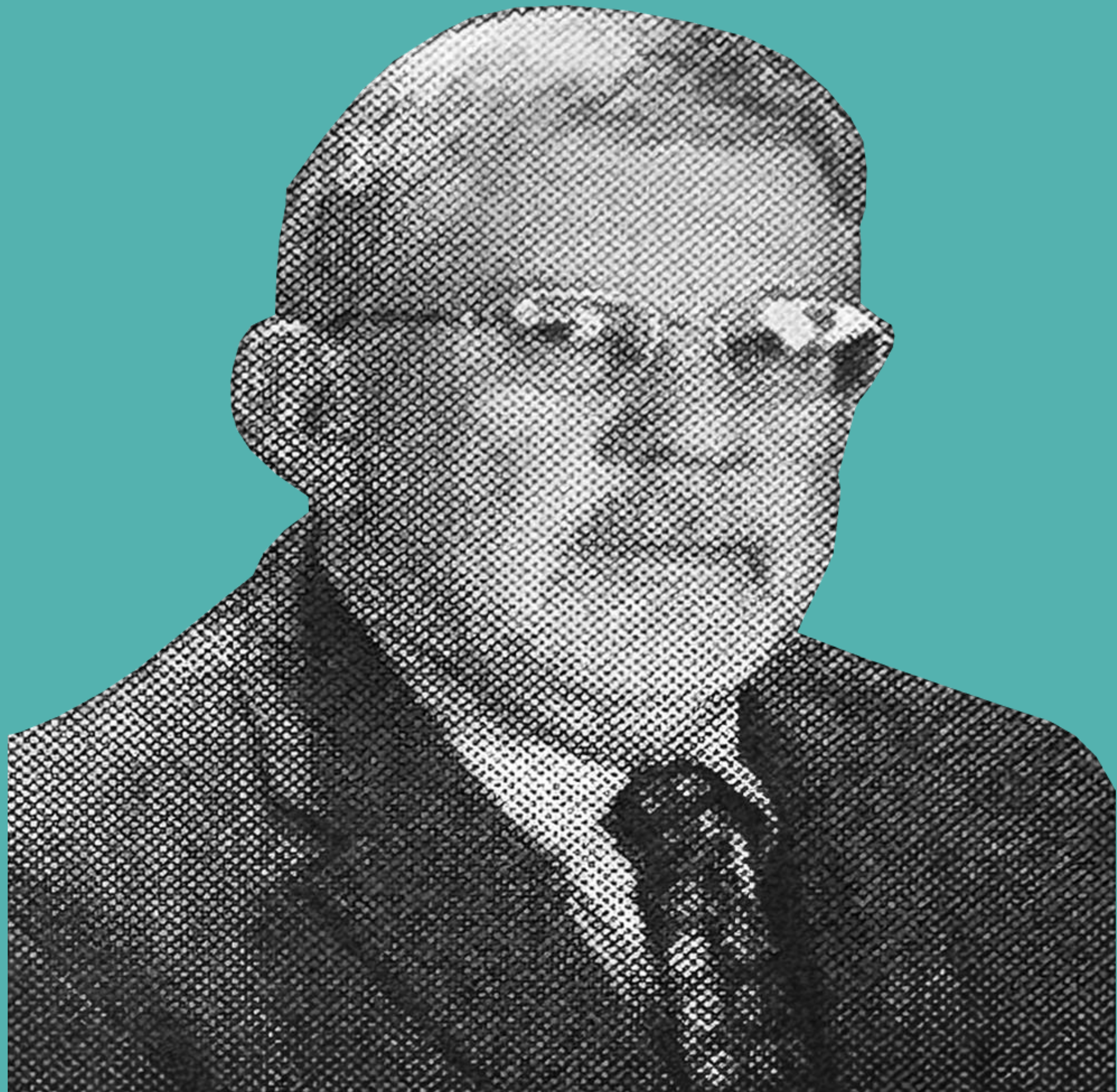


**YOU CAN'T
GIVE A
HUG**

**WITH
NUCLEAR
ARMS**



**NAME-CALLING
IS FOR SISSIES**



**“As long as you don’t get hit by a car,
it’s okay by me.”**

-Dr. John Hetherington



URBAN OUTFITTERS



STORE HOURS
SUN 11AM-8PM
MON - SAT 10AM-9PM







A hand is shown holding a business card. The card has a vibrant yellow-to-orange gradient background. The text on the card is in a clean, sans-serif font. The name 'KYLE SCHEELE' is prominently displayed in large, bold, black letters. Below the name, the title 'INTERNATIONAL FASHION DESIGNER' is written in a smaller, all-caps, black font. The background of the entire image is a light, neutral grey.

**KYLE
SCHEELE**

INTERNATIONAL
FASHION
DESIGNER

**IF YOU WANT CONVENTIONAL RESULTS,
CONVENTIONAL IDEAS WILL GET YOU THERE.**

**IF YOU WANT CRAZY RESULTS,
YOU HAVE TO EMBRACE CRAZY IDEAS.**

**WINDOWS.
MAGNETS.
DOORS.**

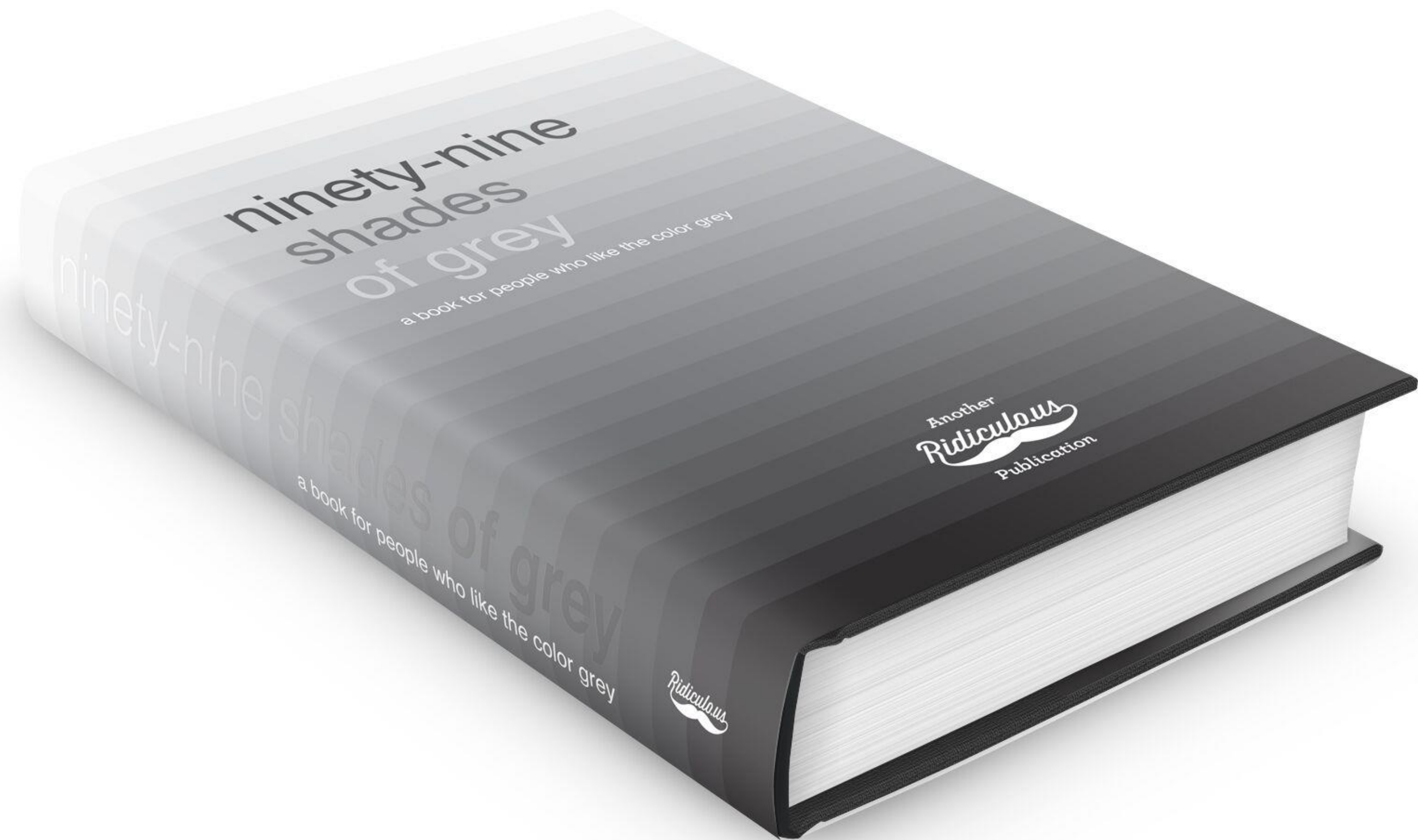
**”It may well be that creativity
is the last unfair advantage we’re
legally allowed to take
over our competitors.”**

-Bill Bernbach

WINDOWS.

MAGNETS.

DOORS.



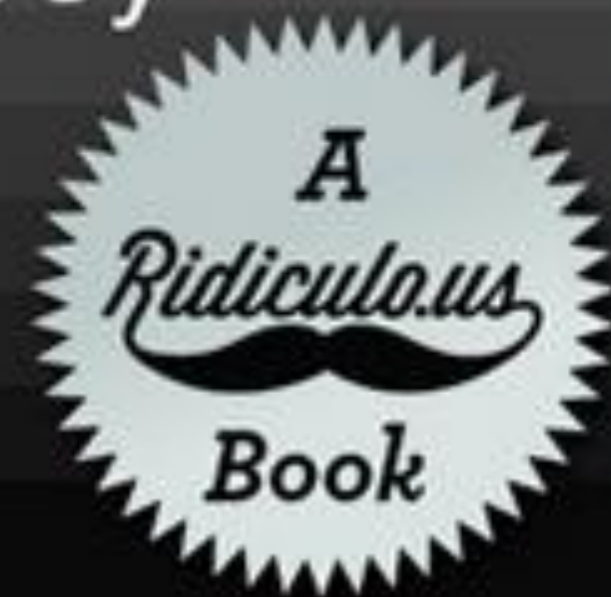
ninety-nine

shades

of grey



a book for people who like the color grey



431

backers

\$9,944

pledged of \$600 goal

0

seconds to go

Funded!

This project was successfully funded on
September 15, 2012.

A book for people who like the color grey.

Ridiculo.us



HOFSTADTER'S LAW

**It always takes longer
than you expect,
even when you take into
account Hofstadter's law.**

SCHEELE'S LAW

The possibilities are always greater than you imagine, even when you take into account Scheele's law.

WINDOWS.

MAGNETS.

DOORS.

WINDOWS.
MAGNETS.
DOORS.



WINDOWS.
MAGNETS.
DOORS.

WINDOWS.

MAGNETS.

DOORS.



BLACK MAX

1180-7703C
BACCARAT

5 THINGS EVERY IDEA NEEDS

EVERY IDEA NEEDS:

1. A CHANCE

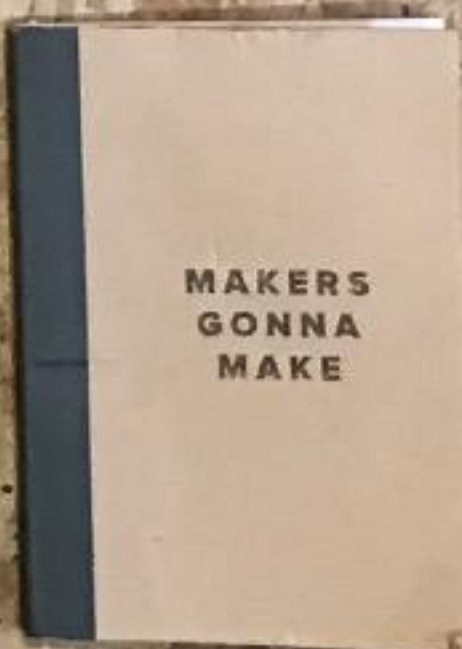
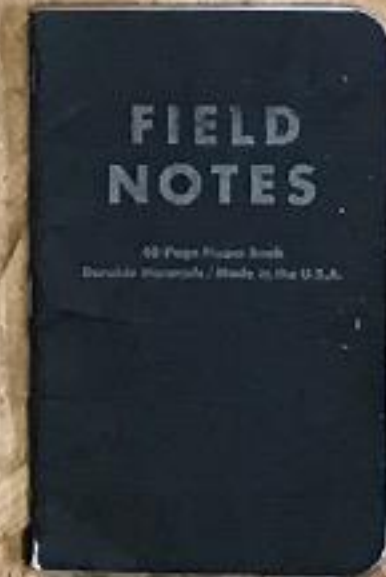
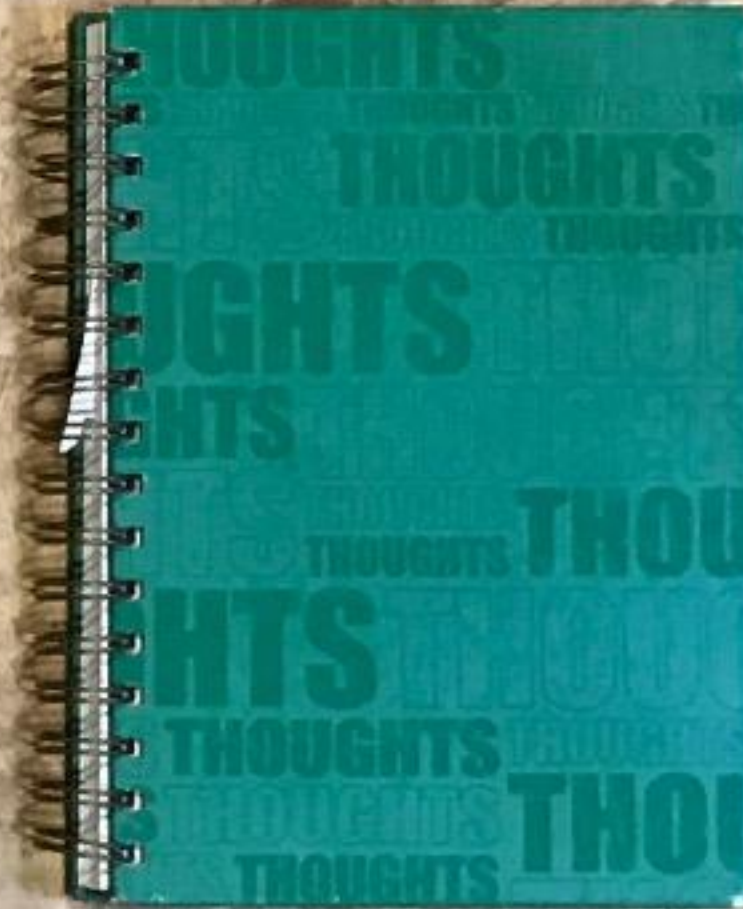
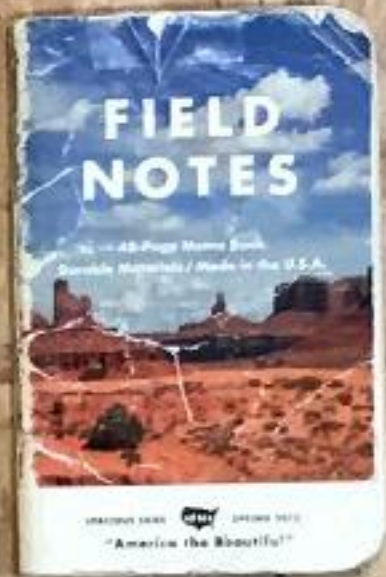
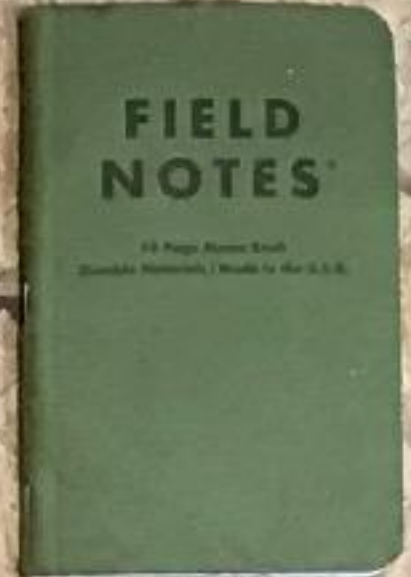
**“What the human being is best at doing
is interpreting all new information
so that their prior conclusions remain intact.”**

-Warren Buffett

EVERY IDEA NEEDS:

2. A HOME

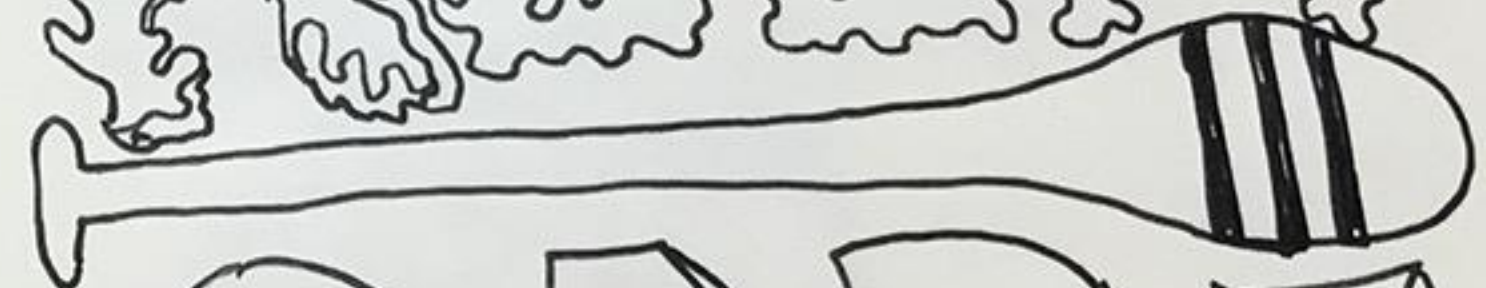
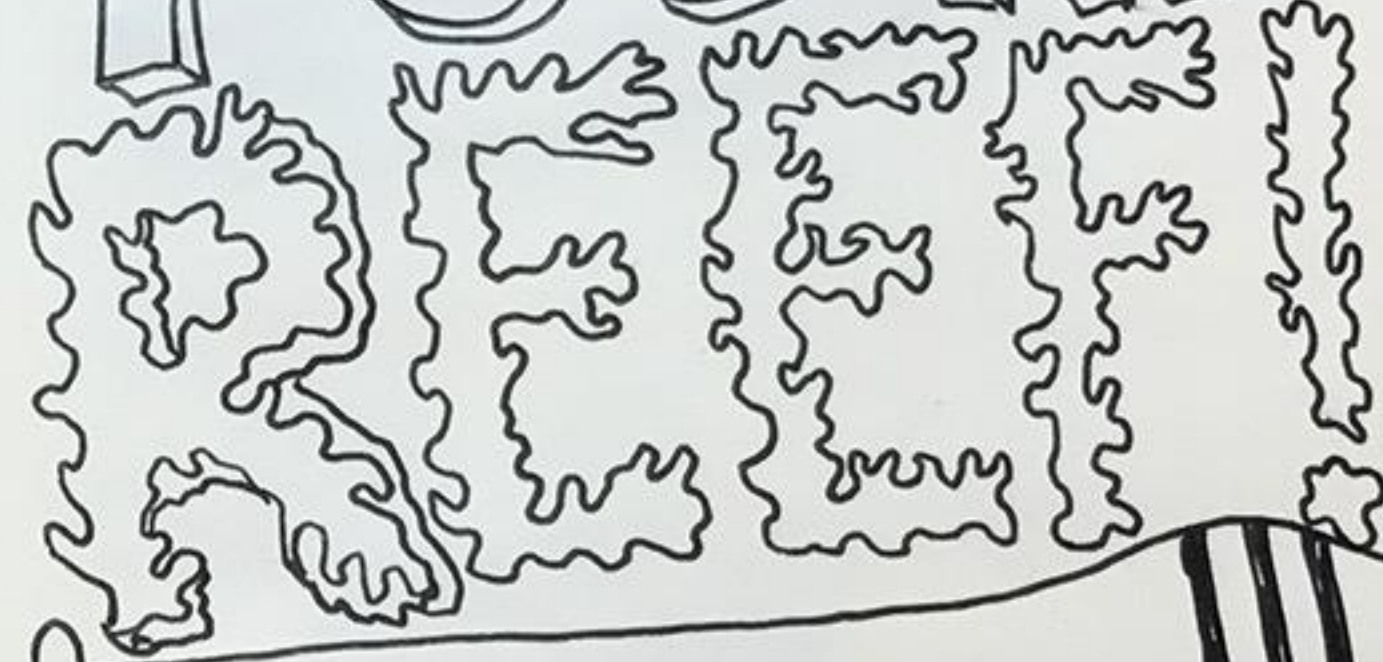




WAND!



TOOTH!



OAR!

Website Idea:

Don't name your kid that.com

- sort of like a reverse

baby name book. You

look up a name & I

tell you how I would

make fun of it.

↳ what if it was crowdsourced/

community based? Post your

potential name, everyone can

comment on it.

memo book
libreta

the
FOUNDATION
for the
ADVANCEMENT
of
RIDICULOUS
THINGS

 **SUSTAINABLE FORESTRY INITIATIVE**
Certified Chain of Custody
Promoting Sustainable Forest Management
www.sfi-program.org

Distributed by Wal-Mart Stores, Inc.
Bentonville, AR 72716
MADE IN MEXICO

64724



 **SHEET**
Book
 **LIBRETA CON**
80 hojas



The guy from the
Punisher logo
(while he was still alive)







EVERY IDEA NEEDS:

3. A TIME AND PLACE







17 FOLLOWERS → 1M

EVERY IDEA NEEDS:

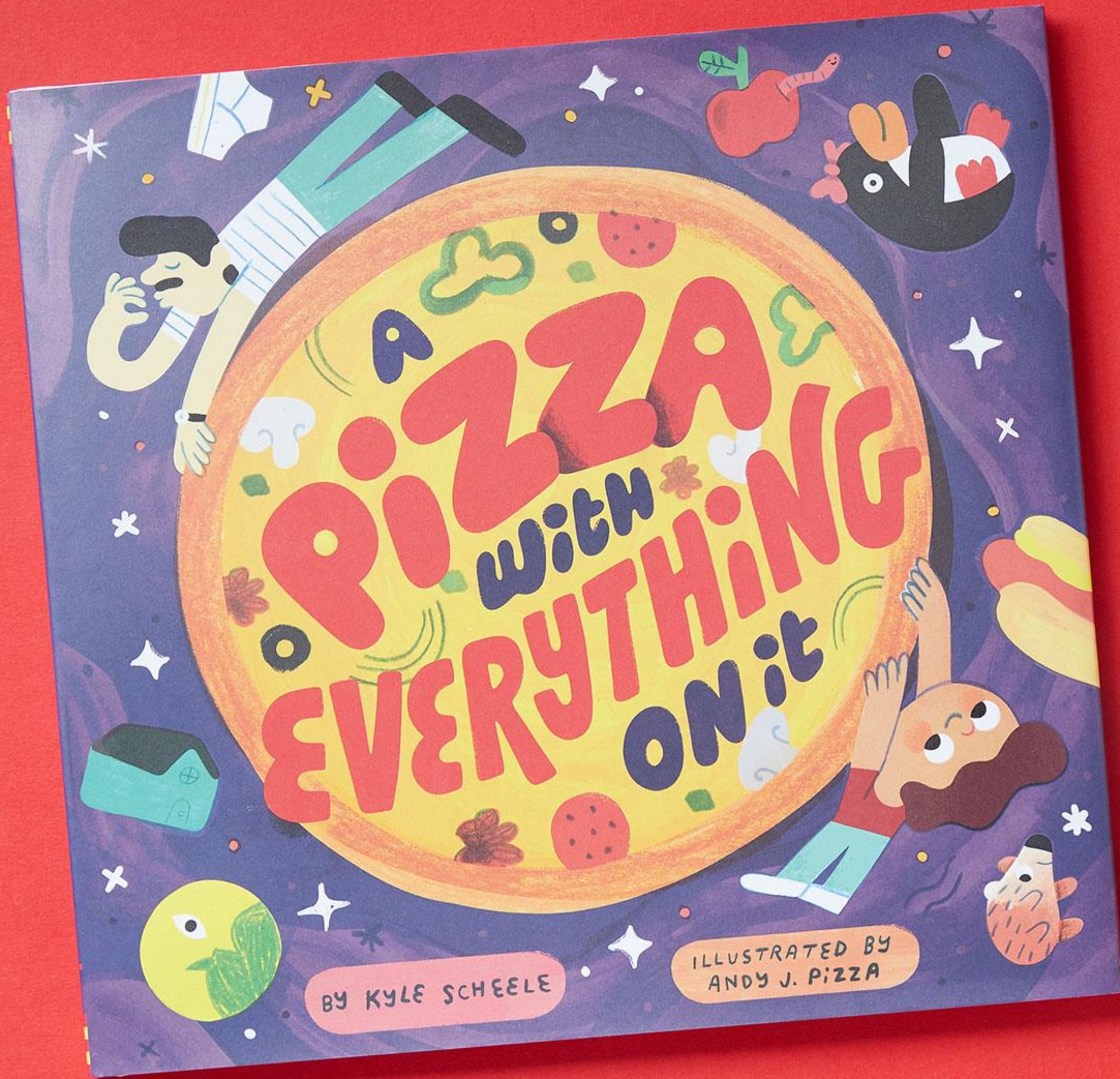
3. A TIME AND PLACE

**“Alas for those that never sing,
but die with all their music in them.”**

-Oliver Wendell Holmes

EVERY IDEA NEEDS:

4. A BODYGUARD



BY KYLE SCHEELE

ILLUSTRATED BY
ANDY J. PIZZA



Snuggle up for a story



READY, SET, PLAY

AMAZON'S
HOLIDAY
KIDS GIFT BOOK
IS HERE!

Get a jump on joy at amazon.com/holidaytoylist



Dad said, "Perfect!"



I said, "No, Dad! I want a pizza with
EVERYTHING on it!"

EVERY IDEA NEEDS:

4. A BODYGUARD

AVOIDING COMMON IDEA-KILLERS

HOW TO KILL AN IDEA:

**1. GET DISCOURAGED
BY BAD IDEAS**

HOW TO KILL AN IDEA:

**2. GIVE UP WHEN THE
SOLUTION ISN'T
IMMEDIATELY OBVIOUS**

”It is nearly impossible to have your best idea the first time you think about something.

The most likely way to uncover important insights is to frequently revisit a problem.

The longer you’re in the game, the more ideas bubble up to the surface.

Time unlocks insights.”

-James Clear

HOW TO KILL AN IDEA:

**3. STIGMATIZE FAILURE
AND GLORIFY SUCCESS**

HOW TO KILL AN IDEA:

**4. TRY TO
DO IT ALONE**

EVERY IDEA NEEDS:

5. A CREW





Lock up your phone. Grab your camera.



We're taking a marathon.

592

backers

\$23,098

pledged of \$999 goal

0

seconds to go

Funding period

Nov 4, 2012 - Nov 30, 2012



Profile information and name of the person.

GROUPON

PRESENTS



RUN FREE

THE GREATEST RACE THAT NEVER WAS

2013

34,477
RUNNERS

34,477
“RUNNERS”

Boston Marathon size



 All

 Images

 Shopping

 News

 Videos

 More

Tools

About 14,800,000 results (0.51 seconds)

30,000 participants

announced today that the field size for the 127th Boston Marathon, scheduled to take place on Monday, April 17, 2023, has been established as **30,000 participants**. Registration will take place over five days, September 12–16, 2022. “The 127th Boston Marathon will be another significant moment in B.A.A.

Jun 15, 2022

<https://www.baa.org> › 127th-boston-marathon-field-size-e... 

[Registration to be held September 12–16, 2022](#)



EVERY IDEA NEEDS:

5. A CREW

”The reasonable man adapts himself to the world.

**The unreasonable one persists in trying
to adapt the world to himself.**

**Therefore all progress depends on
the unreasonable man.”**

-George Bernard Shaw



@KyleScheele