

GREAT IDEAS DON'T KNOW THEIR ZIP CODE.

THEY'RE OBLIVIOUS TO THEIR SURROUNDINGS.

THEY RESENT THE IMPLICATION THAT THEY'D BE BETTER OFF IF THEY LIVED IN A MAJOR METROPOLITAN AREA.

THEY REFUSE TO BELIEVE THAT THEY'RE ANY LESS IMPORTANT THAN IDEAS THAT RESIDE IN SOME IVORY TOWER ON THE CORNER OF SUPERIOR AND SMUG.

GREAT IDEAS ARE NOT IMPRESSED WITH AN ICONIC SKYLINE OR A FAMOUS AVENUE.

THEY DON'T CARE IF THEY WERE BORN IN A CORNER OFFICE OR THE CORNER OF A CUBICLE.

great ideas can come from anywhere

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