The Bear's
Big Idea Forest

— how to invest the Bear's way —



Down by a sparkly blue pond lived a Bear.

The Bear had something special in his pocket — not gold coins, not jellybeans, but ACORNS.

Acorns were how the forest folk made new things grow.





Every morning, animals knocked on the Bear's door.

The Bear would smile, pour the tea, and listen.
Most folk only listened to ideas that sounded clever.

But the Bear had a secret rule. The Bear looked for the SPARK.

The spark was a tiny twinkle, right behind the eyes,
that said: "I can't wait to try!"

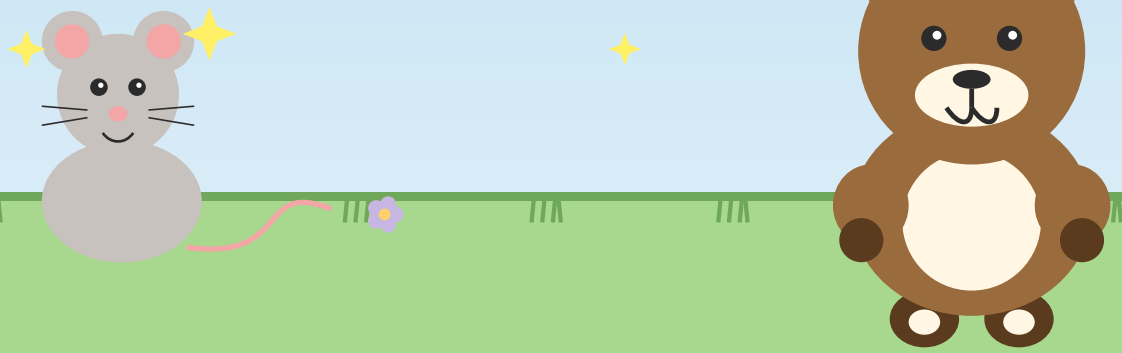
One day, Mabel the Mouse came skipping up.

"Look! I want to build a CHEESE BALLOON
that floats over the meadow!"

The other animals giggled. A cheese balloon? Silly!

But Mabel had the spark. Her tail wiggled. Her whiskers fizzed.

So the Bear gave her three acorns.

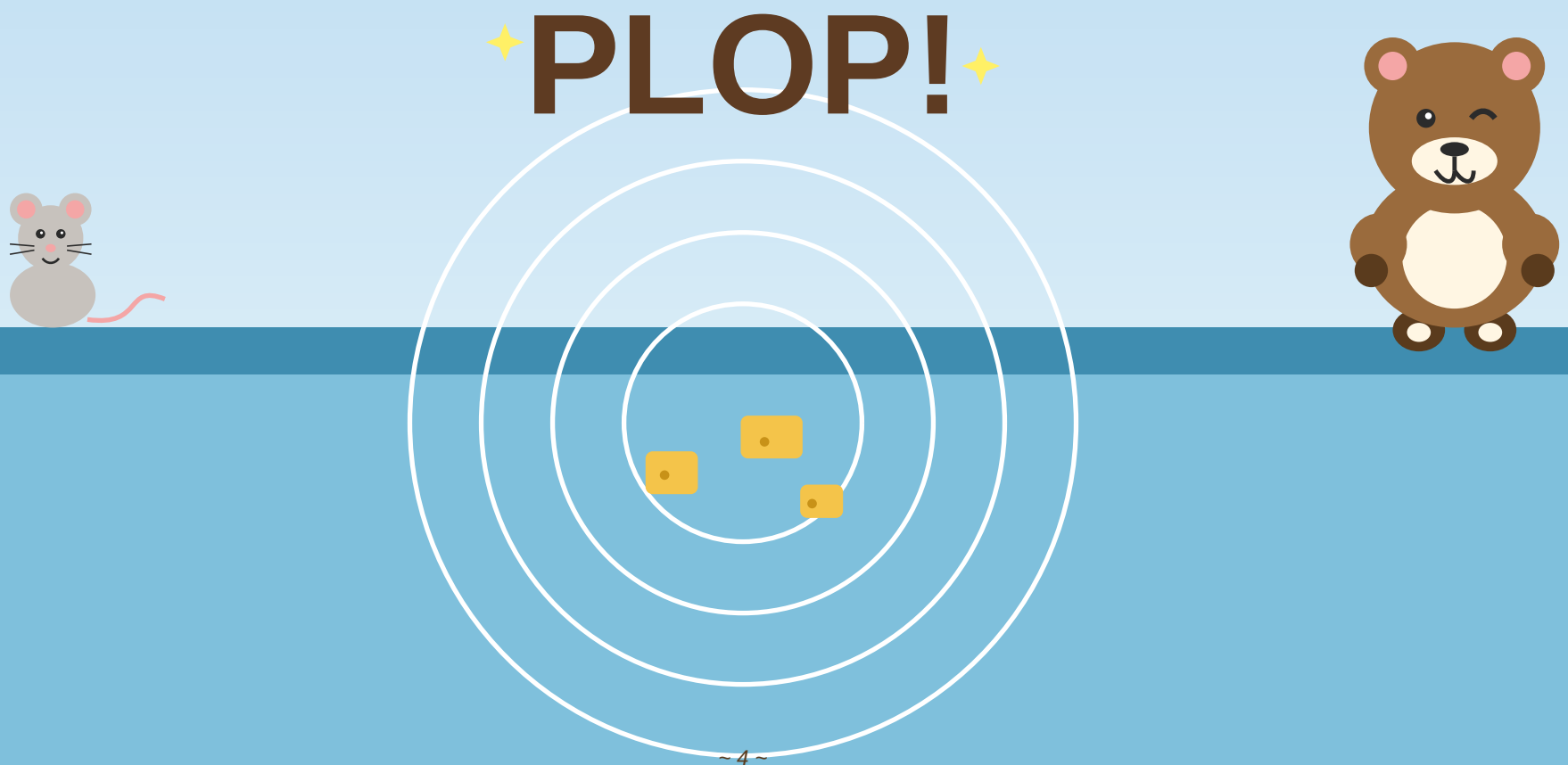


The cheese balloon did NOT float.

It went plop. Right into the pond.

The other animals shook their heads. "Poor old Bear. Three acorns gone."

But the Bear just chuckled and said,
"Plop is not the end. Plop is the beginning."

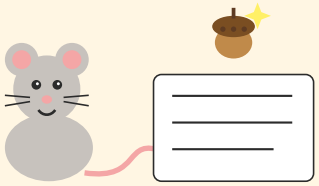


The Bear's First Big Secret

Nice, smart animals try MANY things.

If one idea goes plop, they think.

They learn. They try again.



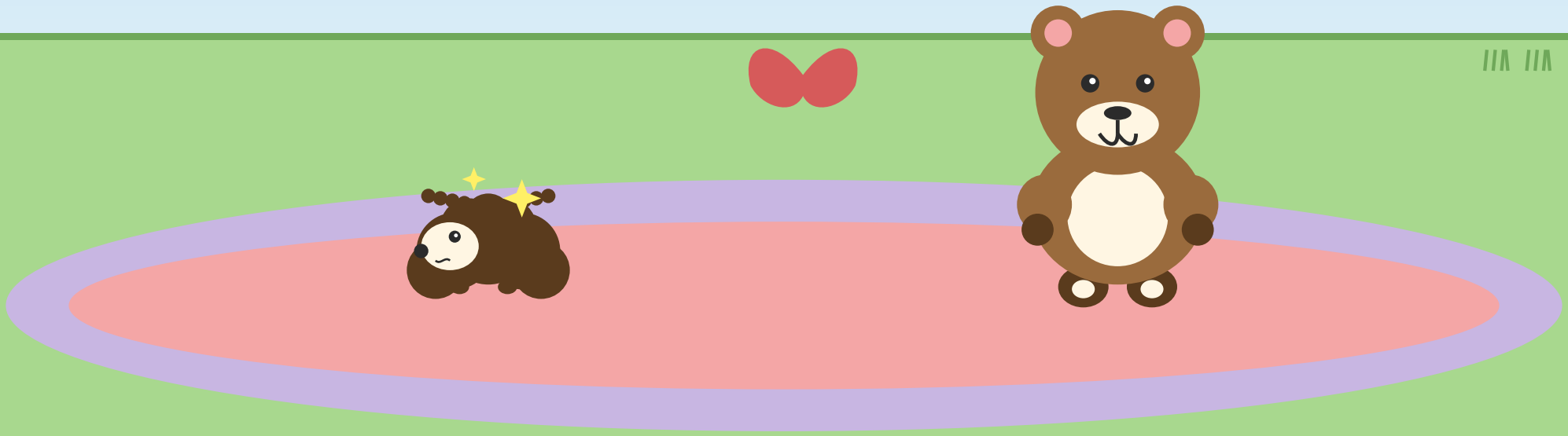
Next came Pip the Hedgehog.

Pip had a SPARK so bright it could light up a burrow.
But Pip whispered, "I'm not sure anyone will like my idea…"

The Bear leaned close: "Animals who feel a little wobbly make wonderful HELPERS.
They work hard. They double-check everything.

But animals brimming with spark? THOSE are the ones I plant acorns with."

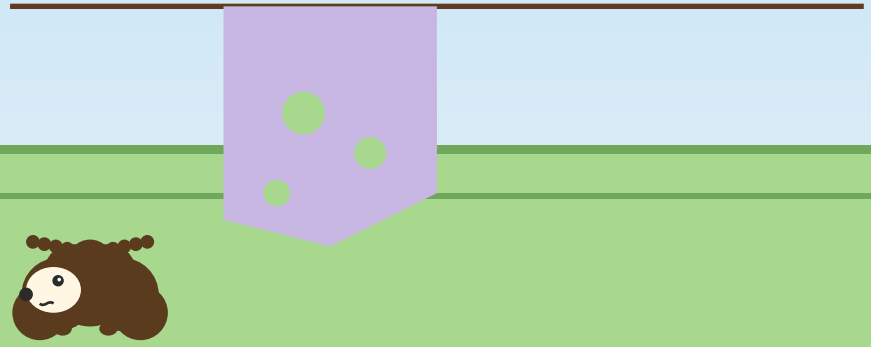
The Bear gave Pip three acorns, and a hug for the wobbles.



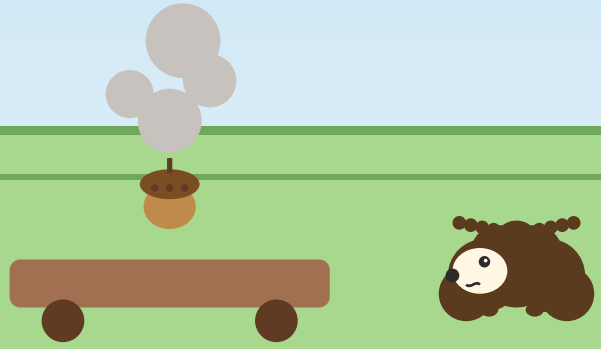
Pip's first idea — Prickle-Proof Pajamas — went plop.
Pip's second idea — Acorn-Powered Skateboards — went plop-plop.

But Pip kept that spark burning.

PLOP!



PLOP-PLOP!



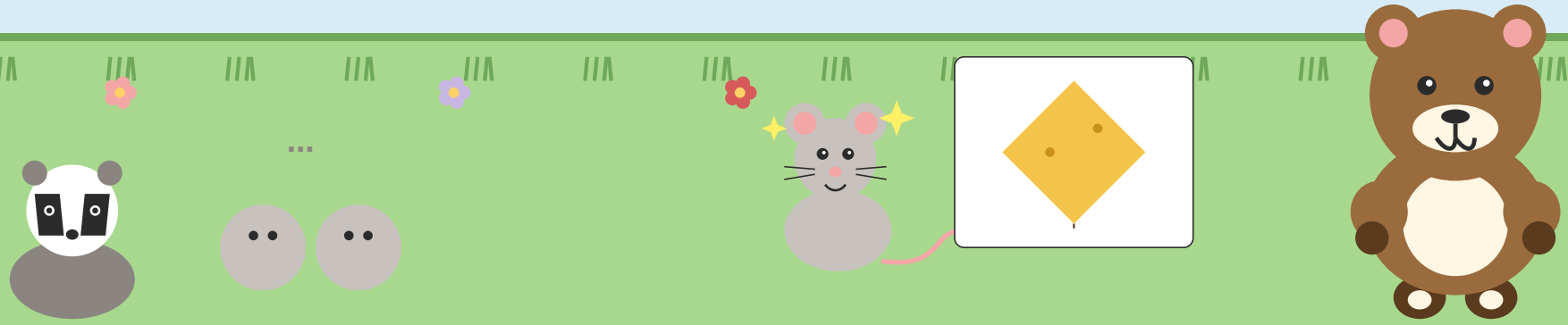
Meanwhile, Mabel was back!

"I figured it out! Not a cheese balloon — a cheese KITE!"

The other animals had stopped paying attention long ago.
"Mabel? That mouse who plopped? No thanks."

Nobody else wanted to plant acorns with her.

So the Bear could plant just a few — and own a big slice of the kite.

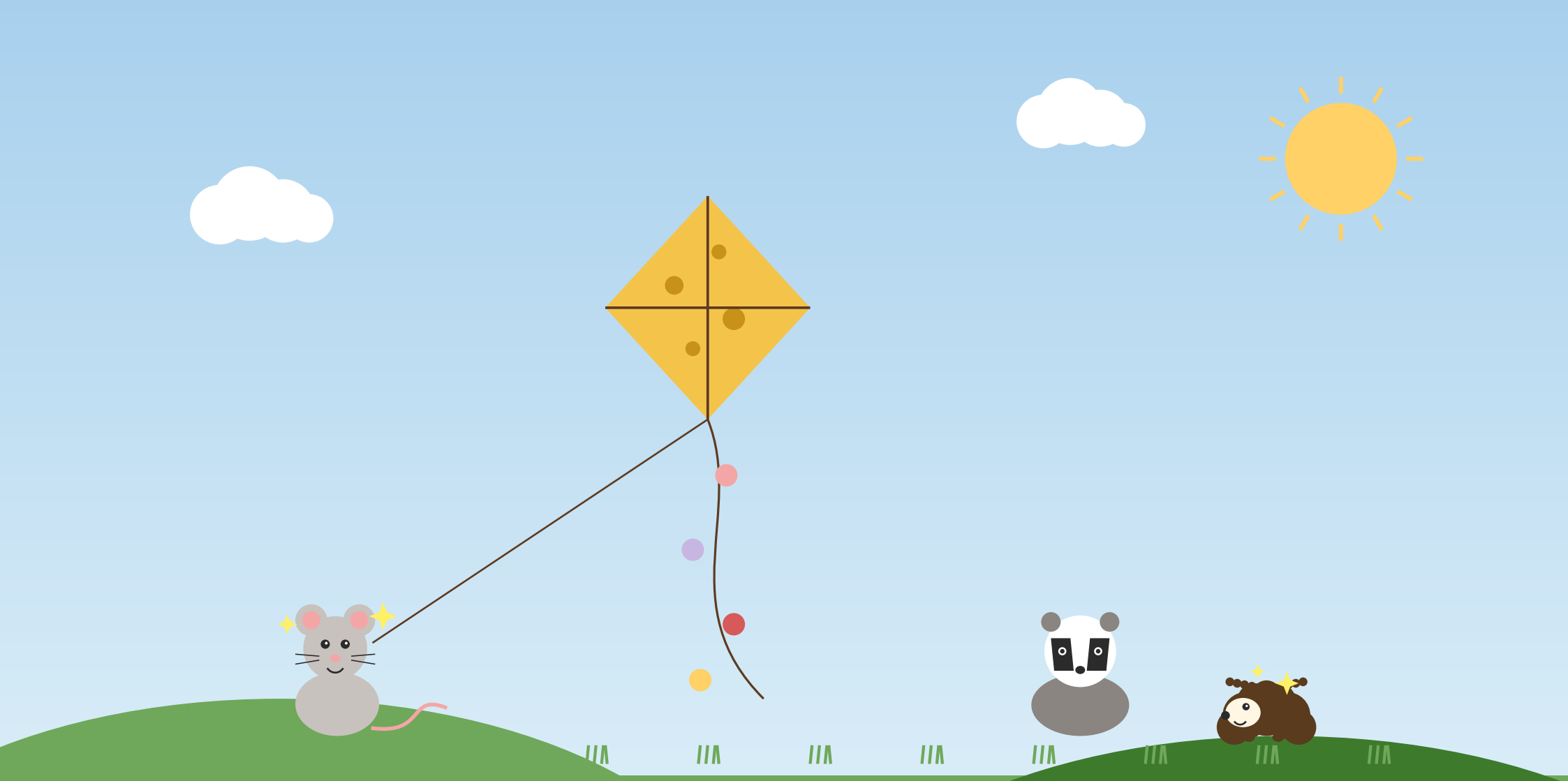


The Bear's Second Big Secret

When nobody else believes yet,
the acorns go further.

A small handful can grow into a whole forest.





The cheese kite SOARED.

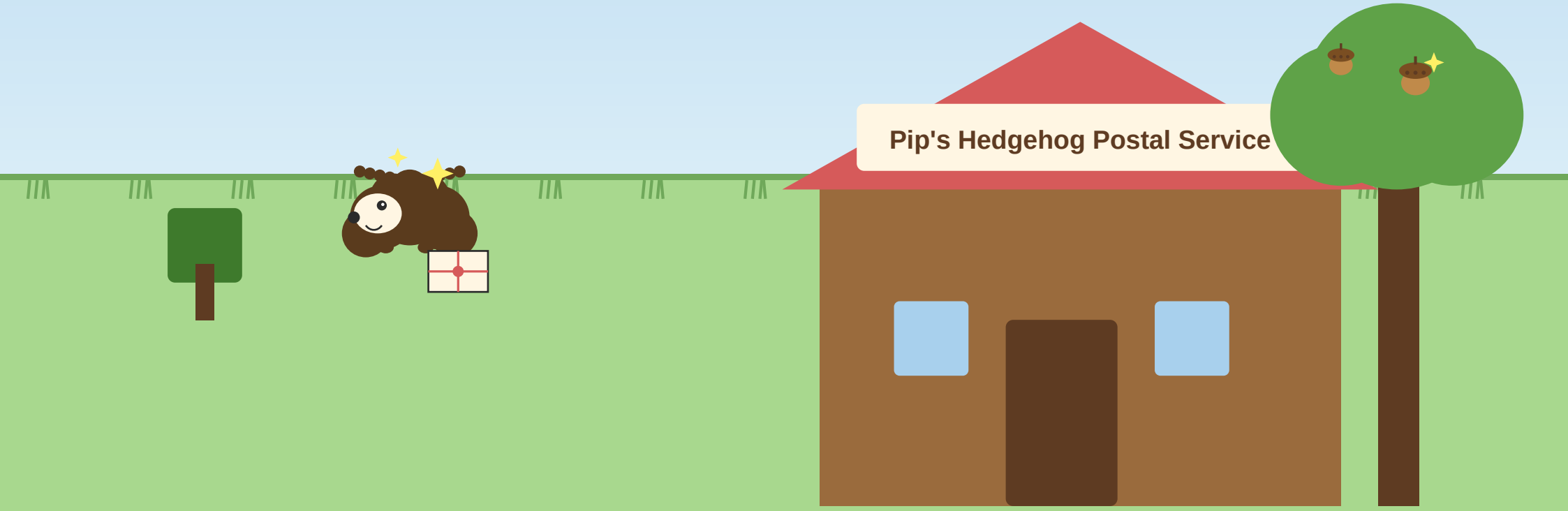
It zoomed over the meadow, past the willow, all the way to Badger Hill.
Every animal in the forest wanted one.

Mabel's three acorns turned into a hundred. Then a thousand. Then more than the Bear could carry in his little bear pockets.

And Pip? Pip's third idea was a Hedgehog Postal Service — tiny parcels delivered by tiny paws.

It worked. Oh, how it worked.

Pip's acorns grew into a great big oak tree of their own.





Some of the Bear's other friends never quite figured it out.

Their ideas went plop, plop, plop, and then they napped.

That was okay. The Bear still loved them.

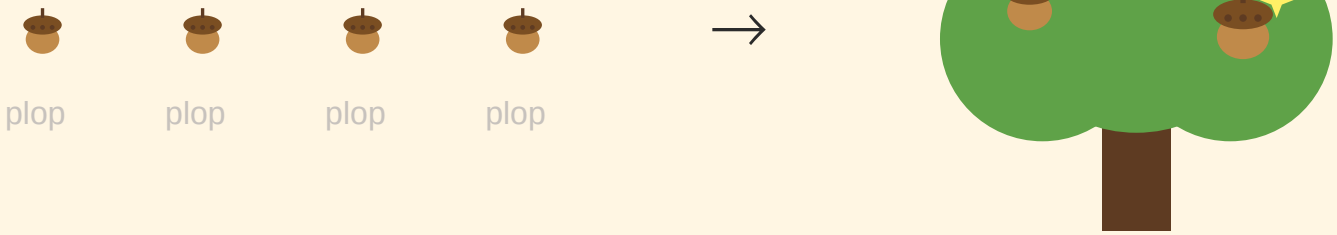
Acorns gone — but friendships kept.

The Bear's Third Big Secret

Not every acorn grows. That's fine.

You only need a FEW to grow really, really big —

and they pay for all the plops put together.



If You Ever Have a Pocket Full of Acorns…

remember what The Bear does

Look for the SPARK,
not just the cleverness.

Pick KIND, SMART friends —
they bounce back from plops.

Plant when NO ONE else is —
your acorns count for more.

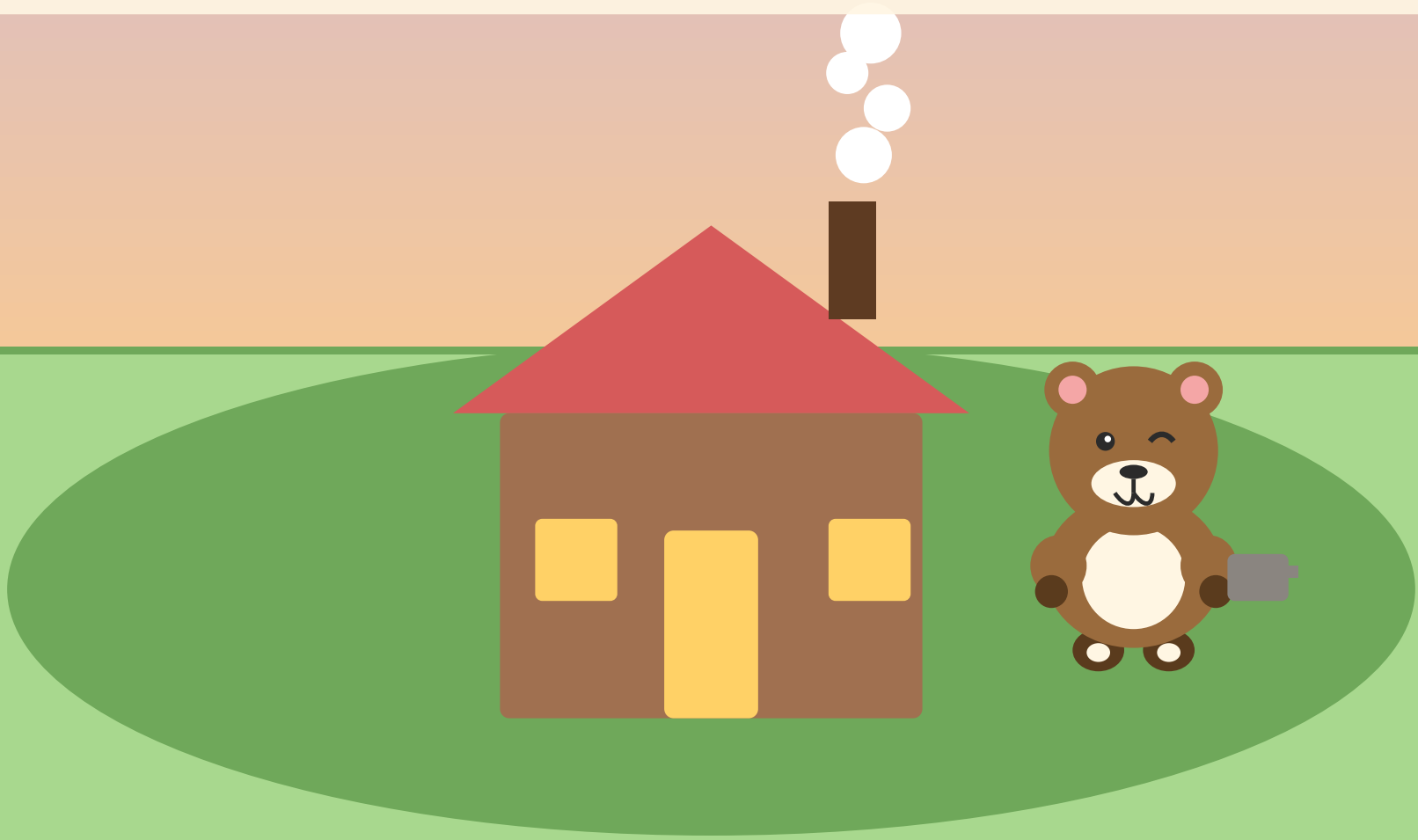
Try MANY ideas —
a few big winners feed the whole forest.



And if your very first idea goes plop?

Don't worry.
The Bear is putting the kettle on.

The End.

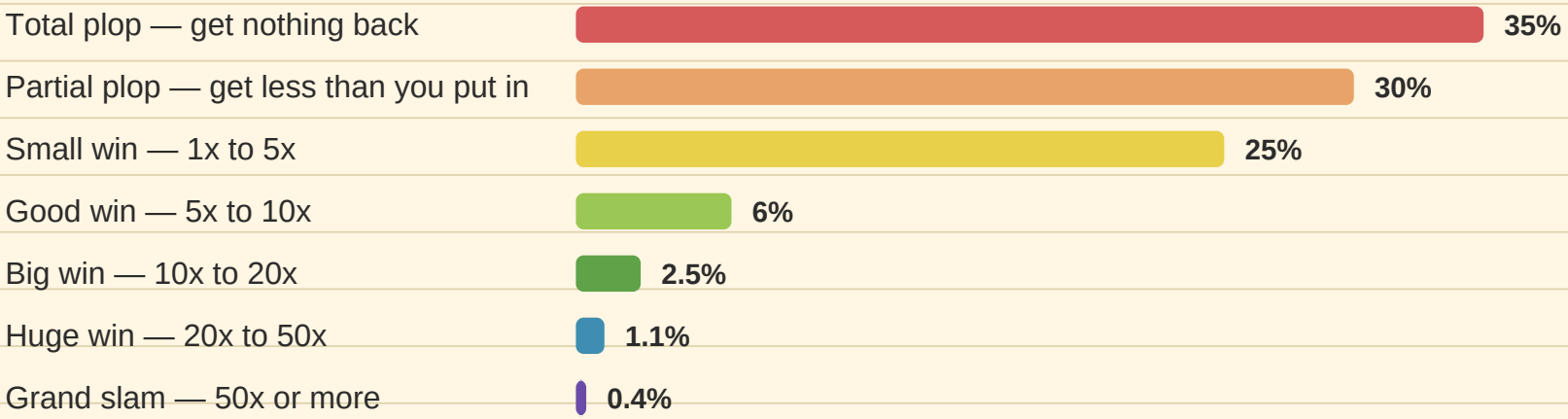


The Bear's Notebook

what the real world says when you actually count

(Real venture-capital numbers — Correlation Ventures study of ~21,000 startup financings, 2004–2013.)

What happens to one acorn (one investment)?



About 2 in 3 investments lose money. Only 1 in 25 returns more than 10x.

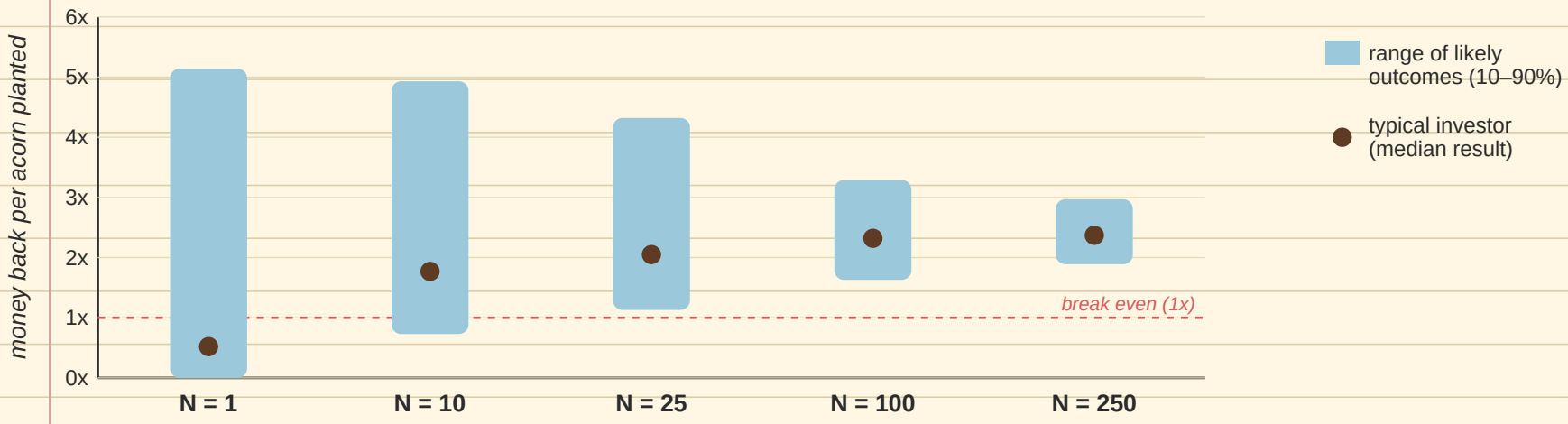
About 1 in 250 returns 50x or more — and those few pay for everything else.

This is why the Bear plants MANY acorns, not just one.

What if you plant more acorns?

10,000 imaginary investors, each planting N acorns. Here's what they got back.

Acorns planted	Average payback	Typical (median)	Unlucky (10th %)	Lucky (90th %)	Lose money?
1	2.43x	0.52x	0.00x	5.14x	64%
10	2.41x	1.77x	0.73x	4.93x	20%
25	2.42x	2.05x	1.13x	4.32x	6%
100	2.41x	2.32x	1.63x	3.29x	0%
250	2.40x	2.37x	1.89x	2.97x	0%



So what does this mean for the Bear?

1. **Plant ONE acorn —**
you'll probably lose. The most likely result is 0.5x (you only get half back). 2 in 3 people lose money.

2. **Plant TEN acorns —**
you're probably fine. The typical investor gets 1.8x back. But 1 in 5 still ends up under water.

3. **Plant 100+ acorns —**
the math wakes up. The typical investor gets 2.3x back, and the chance of losing money drops to almost zero. The 50x grand-slams arrive reliably enough to carry the whole forest.



The Bear's rule, in real-world numbers:

"Most plops cost you 1 acorn each. A grand-slam pays back 50 to 100.
So you don't need to be right often — you need to plant enough times that the rare giant tree shows up. And when no one else is planting, your acorns count for even more."

Source: Correlation Ventures study of ~21,000 US venture financings, 2004–2013. Simulation: 10,000 imaginary portfolios per row.

About Doug

Doug Scott grew up outside Newcastle, ambled around the world for a while, and then built some companies, the last being Redbrain, a search marketing business he ran until 2025. These days he writes, ambles and does other stuff :):) His writing includes If This Road, orphans.ai and theheld.ai, a few bear picture books, and The Longer Look. Everything here is free to read.

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