

Activity

Generate Ideas: Recycling Business Concepts

1. Spend a day searching the internet to find stories of entrepreneurs who started interesting businesses that are located in another country. Some good websites to begin with are:

<http://www.businessinsider.com/>

<http://www.entrepreneur.com/>

<http://www.google.com/>

<http://www.businessesforsale.com/>

2. As you read an article about each small business ask yourself some questions:

- What is the primary need this company appears to be trying to fill?
- Would the people in my community likely have a similar need for this type of business and could I introduce something similar locally?

If the answers are “yes” then document the business concepts below:

Name of company # 1	City, country of headquarters:	Website
Five Star Polymer (Pvt) Limited	Lahore, Pakistan	https://www.fivestarpolymer.com/
Business concept & need being filled: Five Star Polymer manufactures eco-friendly, long-lasting polymer products for industries such as packaging, construction, and automobiles. They help to meet the increasing demand for sustainable materials through alternatives to traditional plastics that assist in reducing the environmental impact of the product.		
How I could improve this idea: I would use data analytics to optimize production and inventory, predict demand for eco-friendly materials, and automate quality control with machine learning to enhance efficiency. This approach would also help identify new market opportunities.		

3. Another approach is to call a member of the family or a friend located far away and asks them if they know of any innovative or note-worthy businesses near where they live. Or if you are going to university far from home you can always just walk around town and see if there are any local businesses worth emulating back at home. Either way, write down a few notes about each idea so you can add these new business concepts to the interesting ones you learned about via the internet.
4. Repeat step 2 as you read articles or hear about other small businesses:
 - What is the primary need this additional company appears to be trying to fill?
 - Would the people in my community likely have a similar need for this type of business and could I introduce something similar locally? If answer is “yes” then document the business concept below.

Name of company # 2 Chai Wala - Chota Bukhari	City, country of headquarters: Karachi, Pakistan	Website https://www.foodpanda.pk/restaurant/s5be/chai-wala-chota-bukhari-dha
<p>Business concept & need being filled: <u>Chaiwala Food Stall is a small local food stall in Karachi that serves traditional chai and light snacks like samosas and pakoras. It caters to the local demand for affordable, quick, and comforting meals for people on the go. Located in a busy area, it fulfills the need for a fast food option that provides an authentic taste of home-style chai and snacks. Customers, in particular workers and students, go there to make a quick pause in their tight schedules and appreciate familiar and pleasing flavors.</u></p>		
<p>How I could improve this idea: <u>Such improvements for this business can include offering personalized rewards using customer data, such as discounts or free items after a few visits, to instill loyalty in customers. A mobile application for pre-ordering would allow customers to skip the line and have their orders ready quickly, thus providing greater convenience, which would be more likely to appeal to a wider audience. The menu could be expanded to include healthier snack options, such as baked goods or fresh fruit, to attract health-conscious customers. The local delivery services or a simple delivery system could be established to reach more customers, especially during peak hours.</u></p>		

5. Repeat this process in the spaces that follow:

Name of company # 3 Shahi Paratha	City, country of headquarters: Lahore, Pakistan	Website Shahi Paratha, G8X8+5CF, Jinnah Town, Lahore, Punjab 54000
<p>Business concept & need being filled: <u>Shahi Paratha Roll is a small street food stall that sells paratha rolls made fresh to be filled with many different kinds of meat, vegetables, and sauces. This is because it is in growing demand as quick, delicious, and affordable street food, especially to customers during their lunch break or after their shift at work. It serves the demand for a speedy, on-the-go meal which integrates the flavors of traditional Pakistani food with modern street food style to provide something new to its customers.</u></p>		
<p>How I could improve this idea: <u>I could improve the business by introducing a loyalty program whereby customers collect points with every purchase, encouraging repeat visits. I would also introduce a mobile application for pre-ordering, and customers could quickly pick up their food without waiting in line. I could attract a wider customer base by expanding the menu to include vegetarian or health-conscious options. In addition, offering a delivery service would enable me to reach the people who cannot visit the stall in person, thereby greatly broadening the business's reach and sales.</u></p>		

Name of company # 4 Waleed Pets Care	City, country of headquarters: Lahore, Pakistan	Website Waleed Pets Care, Bahria, Canal Rd, adjacent to Rabbani hospital and Faisal movers, Westwood Colony Lahore, Punjab
<p>Business concept & need being filled:</p> <p><u>Waleed Pets Care is a local pet care service provider, located in Westwood Colony, Lahore. This business provides pet grooming, sitting, and simple veterinary consultation. The company services the ever-growing number of pet owners who seek professional, easy, and accessible pet care. It fills a gap in inexpensive and reliable pet grooming, sitting, and care during emergencies and at times of urgent need among those with other busy schedules than taking their pets to the typical clinics. In the case of pet care, services ensure comfort and proper care for pets whose owners are out or need any form of pet grooming.</u></p>		
<p>How I could improve this idea:</p> <p><u>I would develop Waleed Pets Care with mobile pet grooming and sitting, whereby professionals would go to customers' homes to make it easy and save travel time. Subscribing clients for regular grooming, vaccinations, and check-up can increase client retention. Offering online booking to book services, thus making booking and tracking easy for customers to book services, care for pets, and the service provider as well. Additional services, including specialized training, wellness plans, and pet food delivery, may be offered to cater to more needs of the pet owners in the area, which would also help to further enhance customer loyalty.</u></p>		

Name of company # 5 Sana Packaging	City, country of headquarters: Lahore, Pakistan	Website https://sanapackaging.com/
<p>Business concept & need being filled:</p> <p><u>Eco-friendly packaging solutions through Sana packaging are biodegradable boxes, bags, and containers manufactured by the company and used for the food and retail businesses. Such a demand was needed due to the shift towards more environmental responsibility in the running of the companies. It seeks to provide relatively cheap custom packaging that meets requirements for both functions and environment standards.</u></p>		
<p>How I could improve this idea:</p> <p><u>I can expand my product line and introduce more innovative packaging options. These could include reusable packaging, recycled material, and so forth. Design customization services would provide the opportunity to let businesses work out the customization to their specific branding needs. Having a B2B online store to speed up orders as well as have a delivery system would make ordering convenient for clients and attract big clients.</u></p>		

6. Review the business concepts listed above and circle the top concepts that you feel are most interesting and promising.

If you'd like to generate more business ideas then you may want to try:

- Combining two of your existing ideas together to create an interesting new idea
- Analyzing an industry that is rapidly growing or that you find interesting to seek what problems people in this industry may be facing and what opportunities may exist to solve these problems

Student Roll Number: 21L-5617 Student Name: Muhammad Ahmad

- Re doing any of the four strategies already reviewed in this packet to generate even more ideas

Home Task 1

Listing of ideas that you are interested

The key aim of this assignment is to generate at least 5 ideas that interest you. You should try to identify gaps and weaknesses in existing products/services available in the market. You can also observe your community of residence and think about key challenges or issues which your community is facing daily. After generating ideas of your interest, enlist them into the given template.

Name: Muhammad Ahmad Roll # & Section: 21L-5617

Enlist your ideas



Smart Waste Management – IoT enabled smart bins that notify collection teams when full, reducing unnecessary pickups and keeping cities cleaner.

Eco-Friendly Packaging Solutions – Biodegradable, reusable, and customizable packaging options for food, retail, and e-commerce businesses to reduce plastic waste.



Community Solar Energy Sharing – A platform that allows neighborhoods to share excess solar energy, reducing electricity costs and promoting sustainability.



Autonomous Delivery Drones – A drone-based delivery service for small packages, groceries, and medical supplies, reducing traffic congestion and delivery times.



Smart Home Farming Kit – A compact, automated hydroponic system for growing vegetables and herbs indoors with minimal effort.

How to Quickly Evaluate Ideas

After you generate a good number of new business ideas you will need to determine which ideas are most promising and which ideas to cross off.

- For each of the best business ideas you generated, write each idea in the BUSINESS IDEA sections of the following pages (one idea per section). This will make it easier to evaluate each idea quickly.
- In the section below, write your answers clearly and concisely to the three key questions listed about your business idea.

BUSINESS IDEA # 1 – Clearly describe the idea in a few sentences: An IoT-enabled smart bin system will be able to monitor the waste levels and automatically alert the collection teams when they are full, thereby optimizing routes and schedules of waste collection and minimizing unnecessary pickups, fuel consumption, and maintaining cities cleaner. It can further analyze waste patterns to improve recycling efforts and urban sanitation planning	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Inefficient waste collection leads to overflowing bins, unnecessary pickups, and high operational costs.	6
b) Who is the target market that has this need (demographics, characteristics, etc.) Municipalities, waste management companies, and smart city initiatives.	3
c) Does this idea sound interesting and exciting to me, if so, why: Yes, because it improves urban cleanliness, reduces costs, and enhances sustainability.	5
Total Score (a+b+c)	14

- The rate of your answers from 1-10 in the “Rate each answer from 1-10” column on the right. An Outstanding idea with a compelling need should be rated a 10, an idea with a clearly defined target market should be rated a 10, and an incredibly interesting and exciting idea should be rated a 10. Anything less should be rated lower. A rating of 1 is the lowest rating. Most answers will likely fall in between and should be rated accordingly. So, rate each answer listed above.
- Add your three ratings together to comprise your total score (maximum total is 30) which you should write in the shaded TOTAL SCORE section above for future comparison.

BUSINESS IDEA # 2 – Clearly describe the idea in a few sentences: A sustainable packaging company that offers biodegradable, reusable, and customizable packaging for food, retail, and e-commerce businesses in an effort to reduce plastic waste while providing affordable, eco-friendly alternatives that will be compliant with environmental regulations and appealing to consumers.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Businesses lack affordable, sustainable packaging alternatives to reduce plastic waste.	7
b) Who is the target market that has this need (demographics, characteristics, etc.) : E-commerce, food delivery, retail brands, and eco-conscious consumers.	6
c) Does this idea sound interesting and exciting to me, if so, why: Yes, because it tackles plastic pollution while offering businesses a competitive edge.	5

Total Score (a+b+c)		18
BUSINESS IDEA # 3 – Clearly describe the idea in a few sentences: A peer-to-peer energy-sharing platform that enables homeowners and businesses with solar panels to sell excess energy to neighbors, reducing electricity costs, promoting renewable energy adoption, and supporting a more sustainable power grid. The platform provides real-time energy tracking and automatic billing.		Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Homeowners with excess solar energy lack a way to share/sell it efficiently.		9
b) Who is the target market that has this need (demographics, characteristics, etc.) : Residential communities, eco-conscious households, and small businesses.		7
c) Does this idea sound interesting and exciting to me, if so, why: Yes, because it makes renewable energy more accessible and cost-effective.		9
Total Score (a+b+c)		25
BUSINESS IDEA # 4 – Clearly describe the idea in a few sentences: It provides a drone-based delivery service of small packages, groceries, and medical supplies, reducing traffic congestion and delivery time. This allows for faster, more efficient transportation compared to logistics in urban cities. AI-assisted navigation can ensure safe, precise deliveries.		Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Traditional delivery methods are slow, costly, and contribute to traffic congestion.		8
b) Who is the target market that has this need (demographics, characteristics, etc.) : E-commerce platforms, grocery stores, pharmacies, and urban dwellers.		3
c) Does this idea sound interesting and exciting to me, if so, why: Yes, because it offers fast, efficient, and futuristic delivery solutions.		2
Total Score (a+b+c)		13
BUSINESS IDEA # 5 – Clearly describe the idea in a few sentences: A compact, automated hydroponic farming system designed for urban homes. The kit enables users to grow fresh vegetables and herbs indoors with minimal effort. It includes AI-driven monitoring, automated watering, and an app for real-time plant health tracking, making home farming easy and accessible.		Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Urban dwellers struggle to grow fresh produce due to space and time constraints.		9
b) Who is the target market that has this need (demographics, characteristics, etc.) : Apartment residents, health-conscious individuals, and home gardeners.		6

Student Roll Number: 21L-5617 Student Name: Muhammad Ahmad

c) Does this idea sound interesting and exciting to me, if so, why: Yes, because it promotes self-sufficiency and fresh, homegrown food.	7
Total Score (a+b+c)	22



Generating and Screening Ideas



Step 1: Expand your list if possible: As you have already developed a list of 5 ideas according to your interest. Now think about your personal interests, your desired lifestyle, your values, what you feel you are likely to do very well, and contributions you would like to make.

Personalized Renewable Energy Solutions: Develop an AI platform that uses data to recommend the most efficient renewable energy sources for individual households or businesses based on local conditions.

Memory-Rewriting AI: A software that uses AI to help individuals "rewrite" or reframe past memories, improving mental health by transforming negative experiences into positive or neutral ones.

Emotion-Detecting Fashion: A clothing line that changes color or pattern based on the wearer's mood, detected through wearable tech embedded in the fabric, offering a new form of self-expression.

AI-Assisted Dream Recording and Analysis: Create a device or app that records and analyzes dreams using neural networks, providing users with insights into their subconscious minds and personal growth opportunities.




Step 2: Ask at least three people who know you well to look at your list, and revise your list to reflect any new ideas emerging from this exchange.

Personalized Renewable Energy Solutions: AI-driven platform that recommends the most efficient renewable energy sources based on local weather, home energy use, and smart devices, optimizing energy consumption.

Emotion-Detecting Fashion with Wellness App: Clothing that changes color based on mood, paired with an app that tracks emotional states and provides personalized wellness recommendations.

AI-Assisted Dream Analysis for Growth: App that records dreams, analyzes patterns, and offers actionable insights for personal development, integrating mindfulness and goal-setting features.



Step 3: Jot down insights, observations, and conclusions that have emerged about your business ideas or your personal preferences. Which ones solve the greatest pain point/aggravation/frustration for which you (and others you have spoken with) would pay a significant premium to eliminate?

The most promising idea is for Personalized Renewable Energy Solutions as it directly aims at the highest pain point nowadays: high costs of energy with inefficiencies within current energy consumptions. While many people, as well as businesses, have been seeking effective ways to diminish their carbon footprints and yet save money in the process, existing solutions, however, do not often serve the needs. Offering an opportunity to base renewable energy recommendation on the person's location and energy needs coupled with consumption will solve a very real problem in this idea. The potential savings and sustainability also make it an opportunity that a person would want to pay premiums for, mainly because the trend of demand will be increasing because of the current demand for being eco-friendly.
