

How to Find, Evaluate and Launch Data Business Ideas

Daniel Kupka

Disclaimer

"For every business advice, there is equally someone smart who says the **opposite**" - Jason Cohen, Founder WPENGINE.

A landscape photograph featuring a dark asphalt road that curves from the bottom center towards the left. The road is flanked by dry, golden-brown grass. In the background, there are rolling hills and a range of mountains under a blue sky with scattered white clouds. The overall lighting suggests a bright, sunny day.

My story
(boring)

How to start a business bla
bla (also boring)

Maybe not boring 😊

My story
(boring)

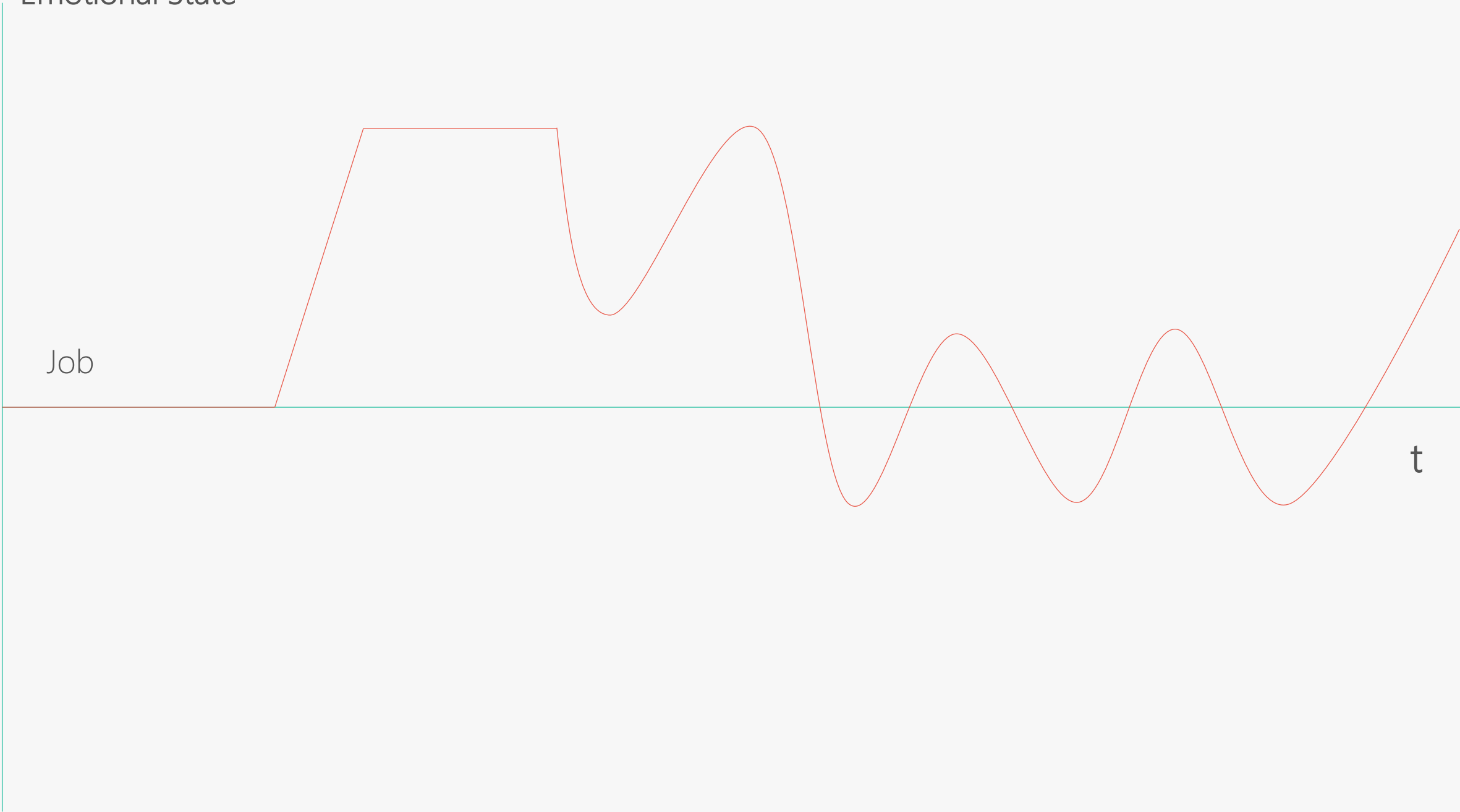


How to start a business bla
bla (also boring)

Emotional State

Job

t

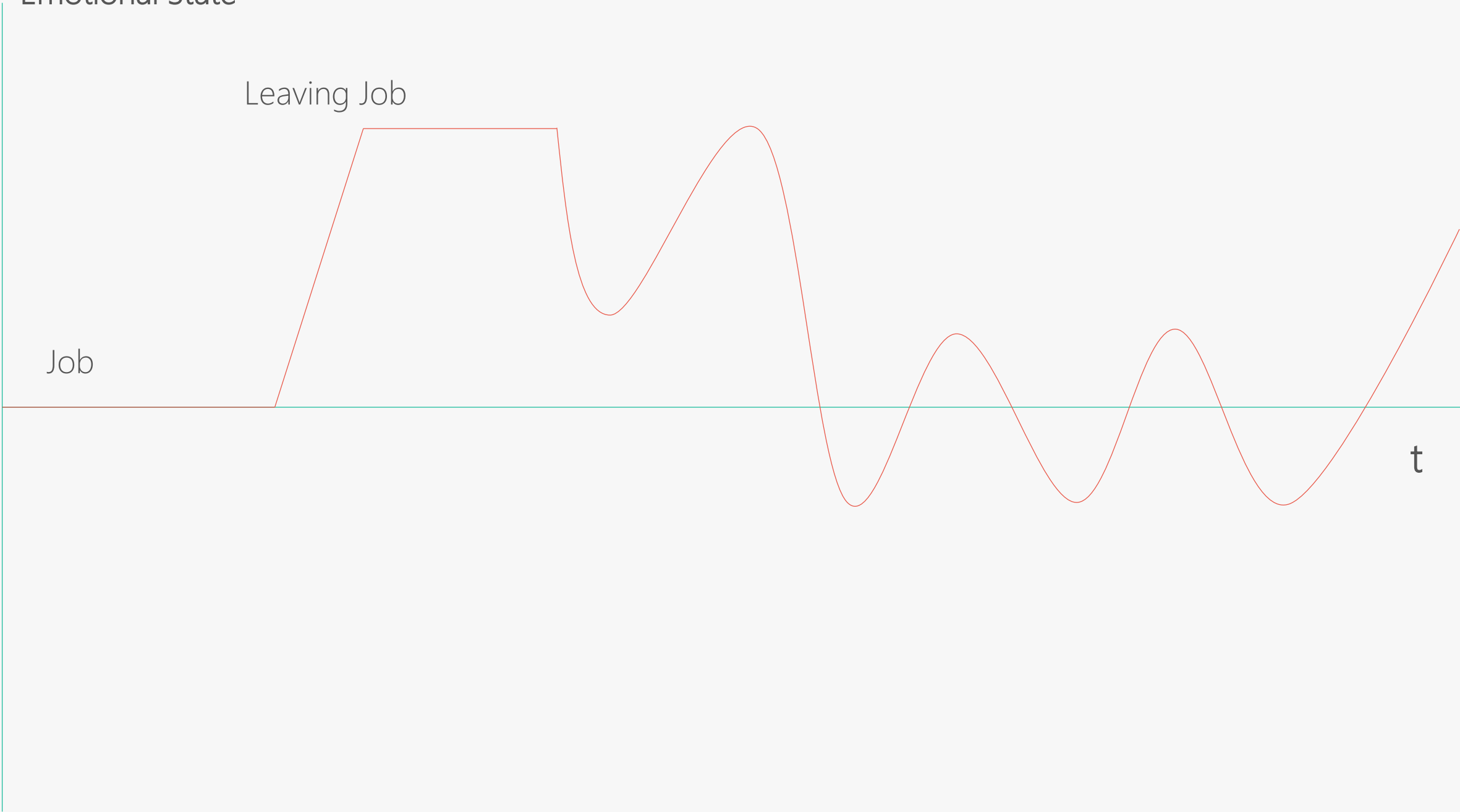


Emotional State

Leaving Job

Job

t



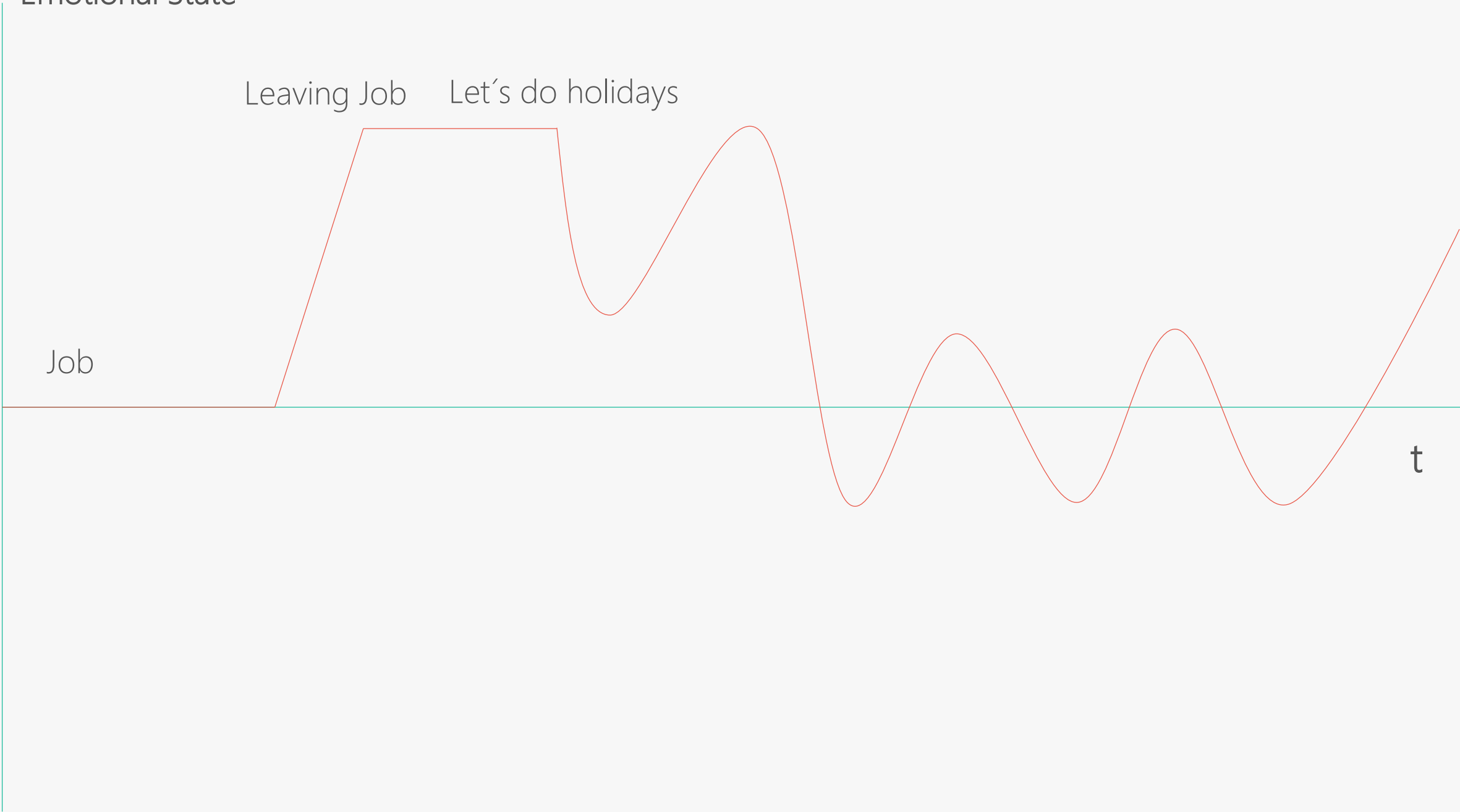
Emotional State

Leaving Job

Let's do holidays

Job

t



Emotional State

Job

Leaving Job

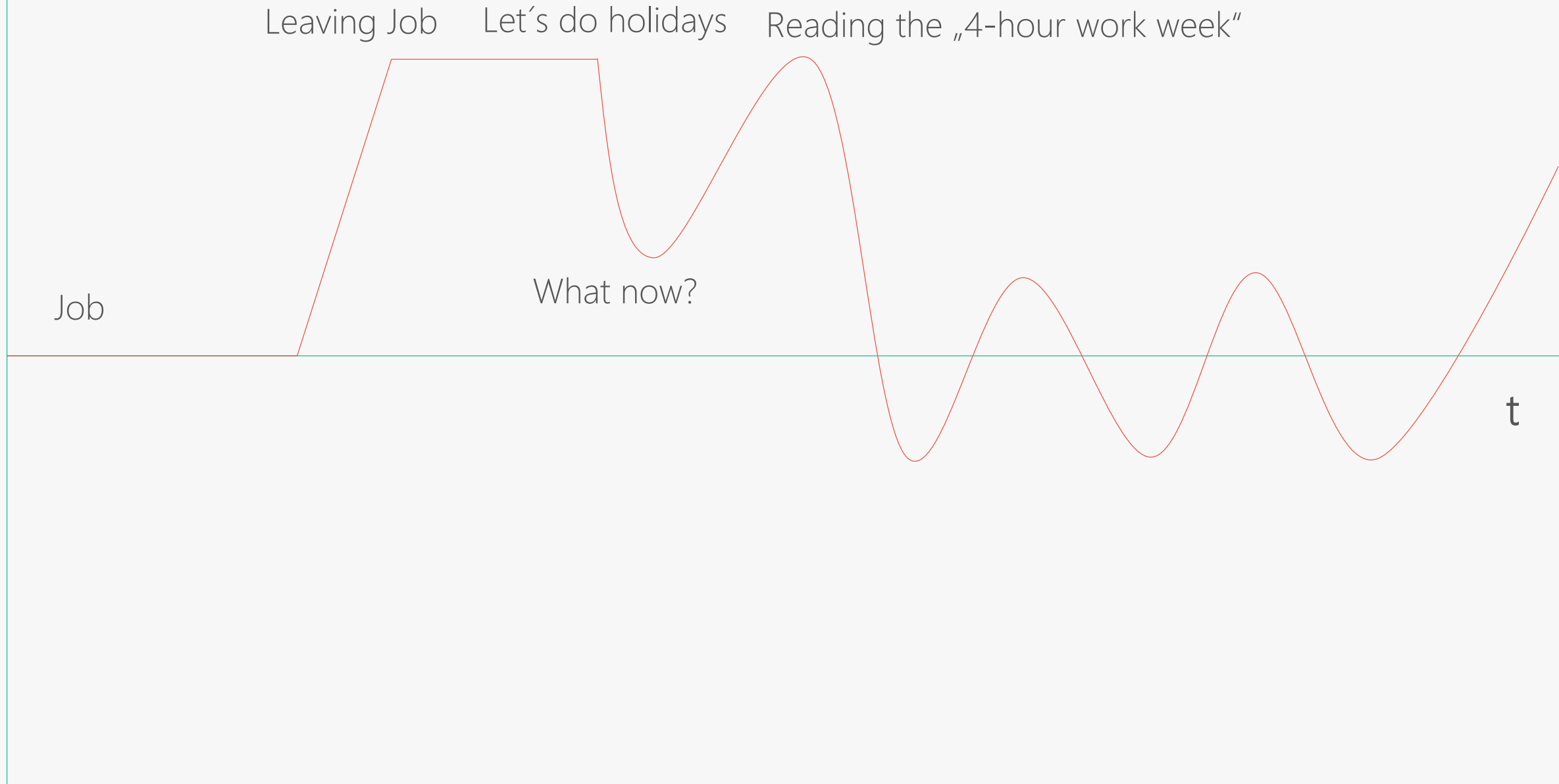
Let's do holidays

What now?

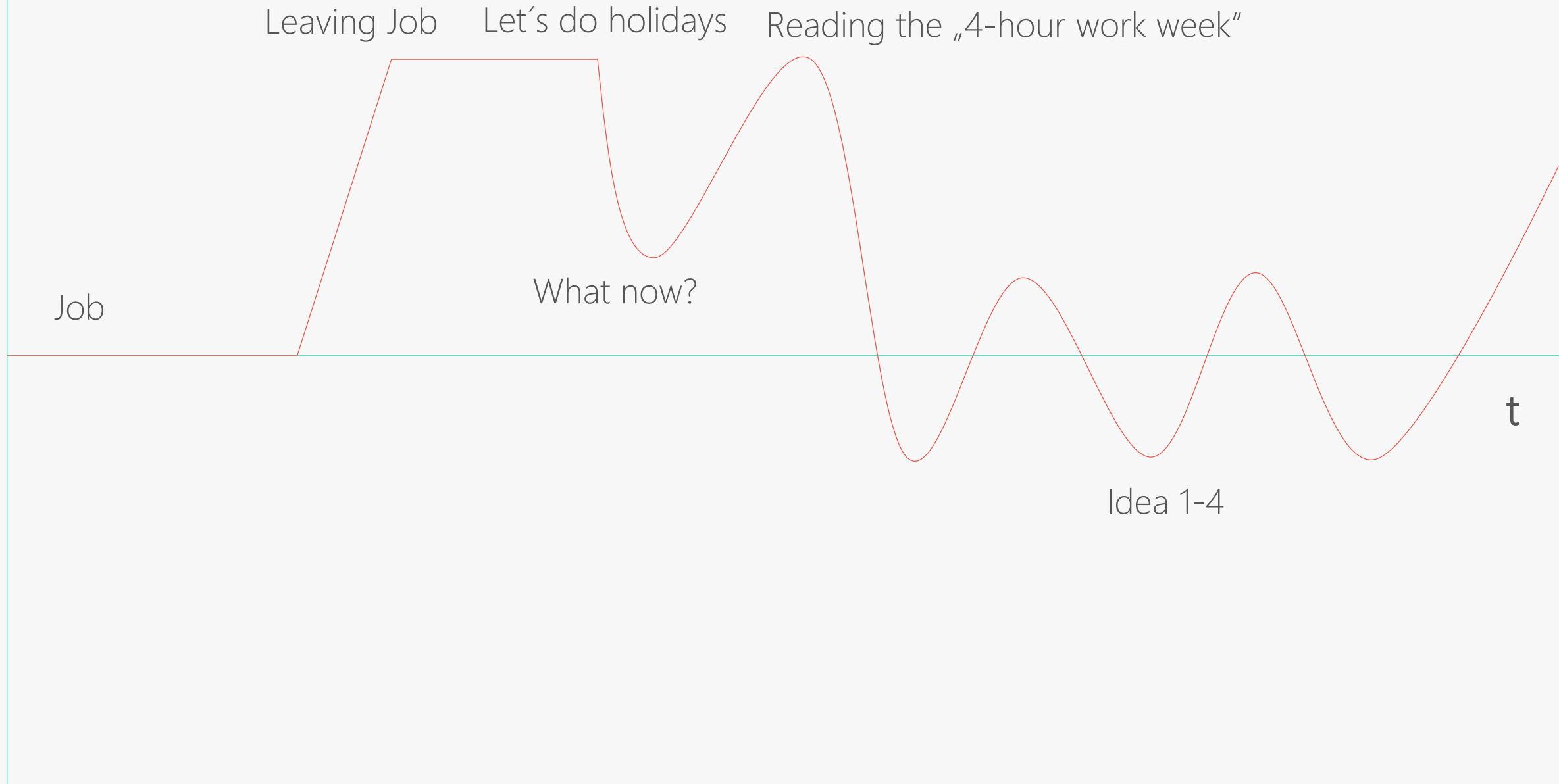
t



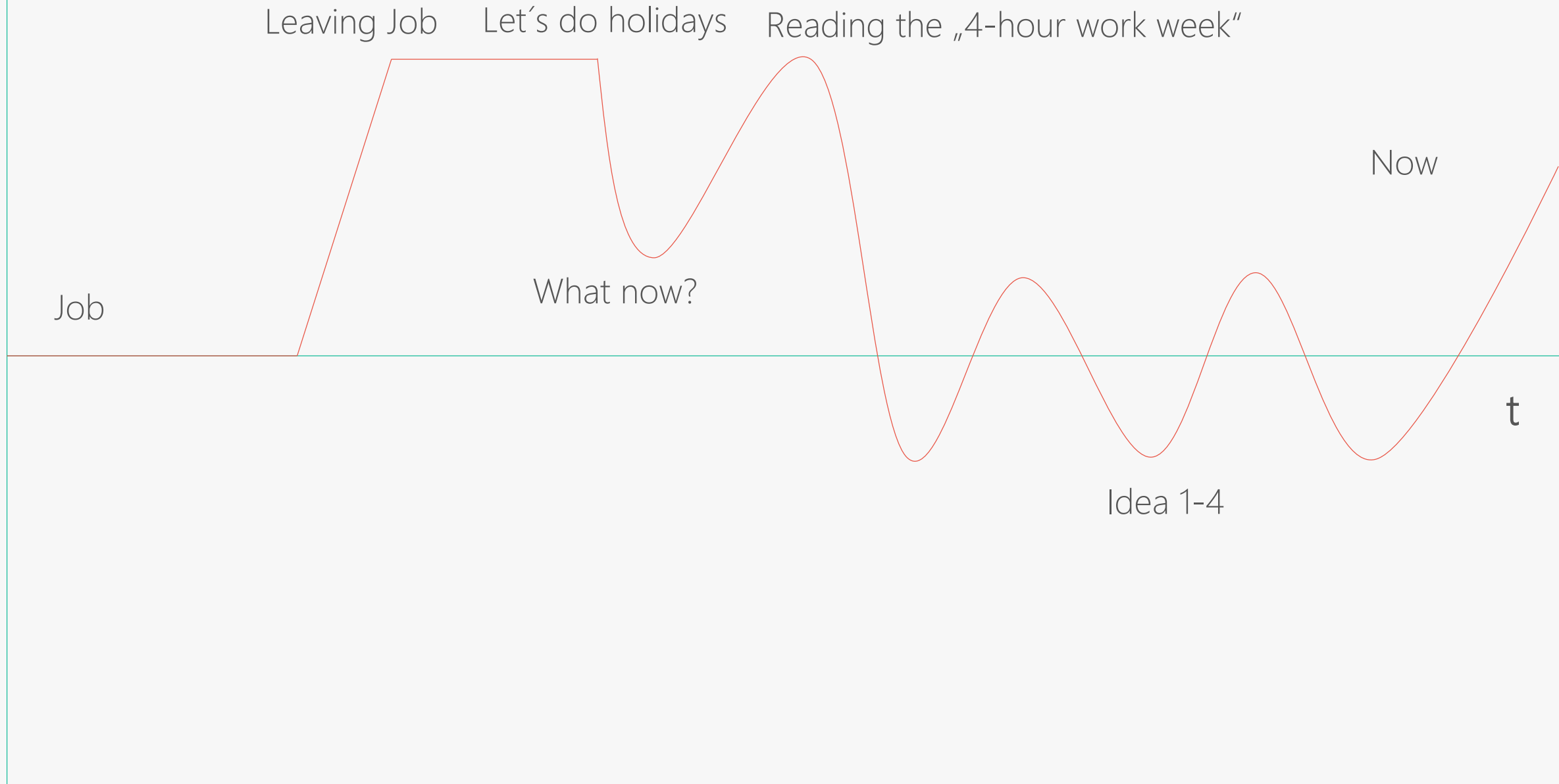
Emotional State



Emotional State



Emotional State



Turn Data Into Content Marketing That Performs

We produce data-driven content to tell better stories that get shared.

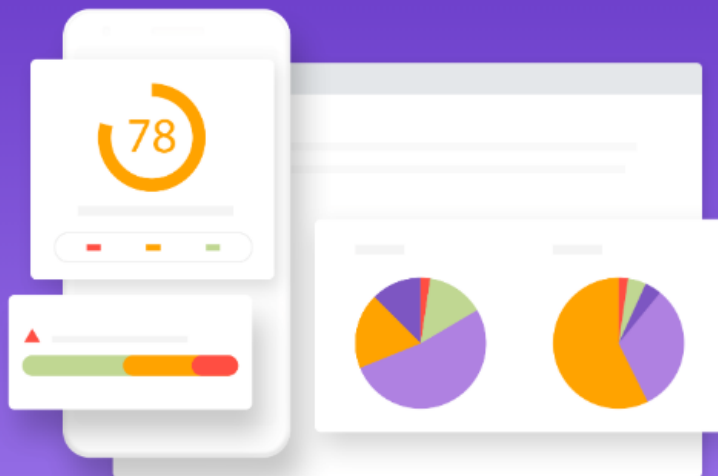
Let's talk



WE ANALYZED 5.2 MILLION DESKTOP AND MOBILE PAGES

Here's What We Learned About Page Speed

1626
shares



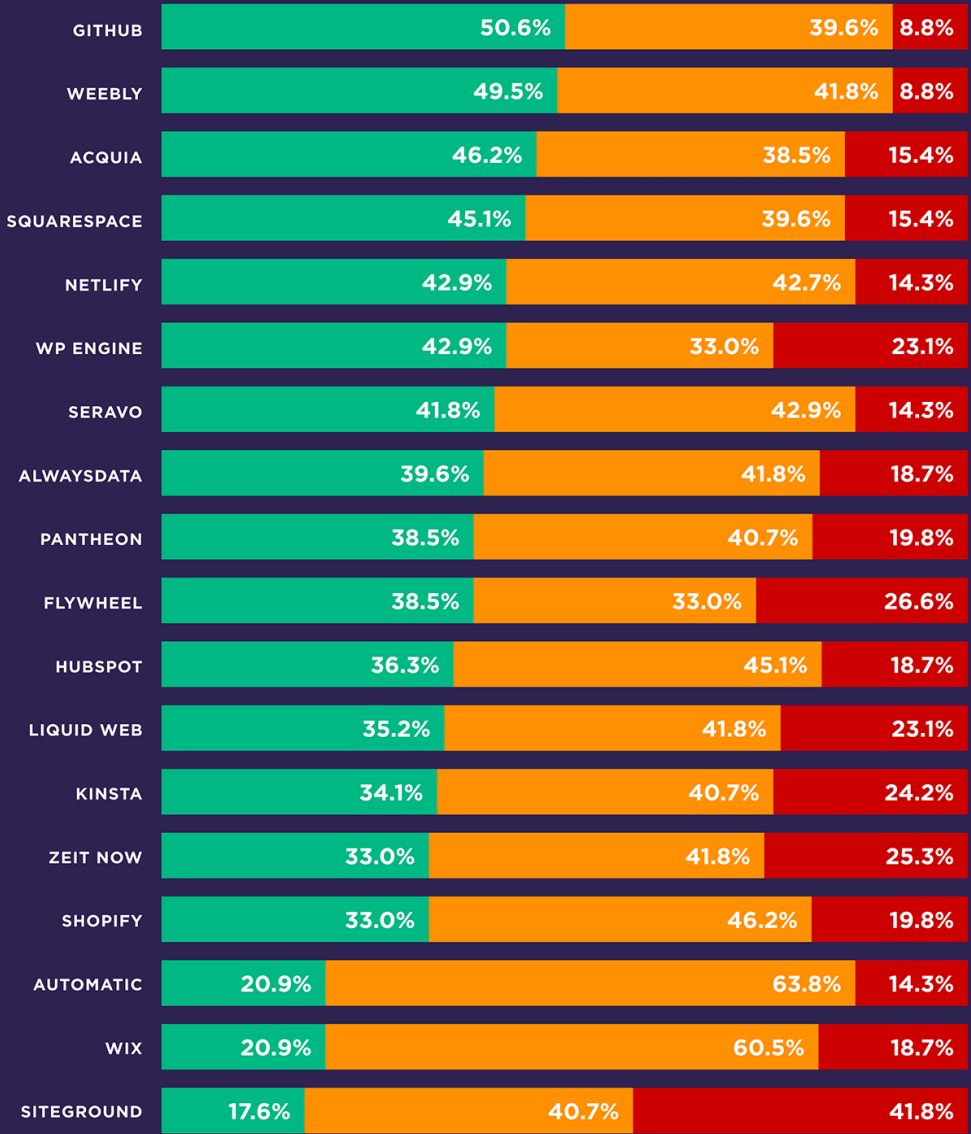
by Brian Dean ⓘ Last updated Oct. 08, 2019

We analyzed 5 million desktop and mobile pages to learn which factors impact page speed.

First, we established worldwide benchmarks for TTFB, Visual Complete and Fully Loaded load time metrics.

Then, we looked at how image compression, CDNs and hosting impact site loading

TTFB PERFORMANCE AMONG MAJOR WEB HOSTING PROVIDERS (DESKTOP)



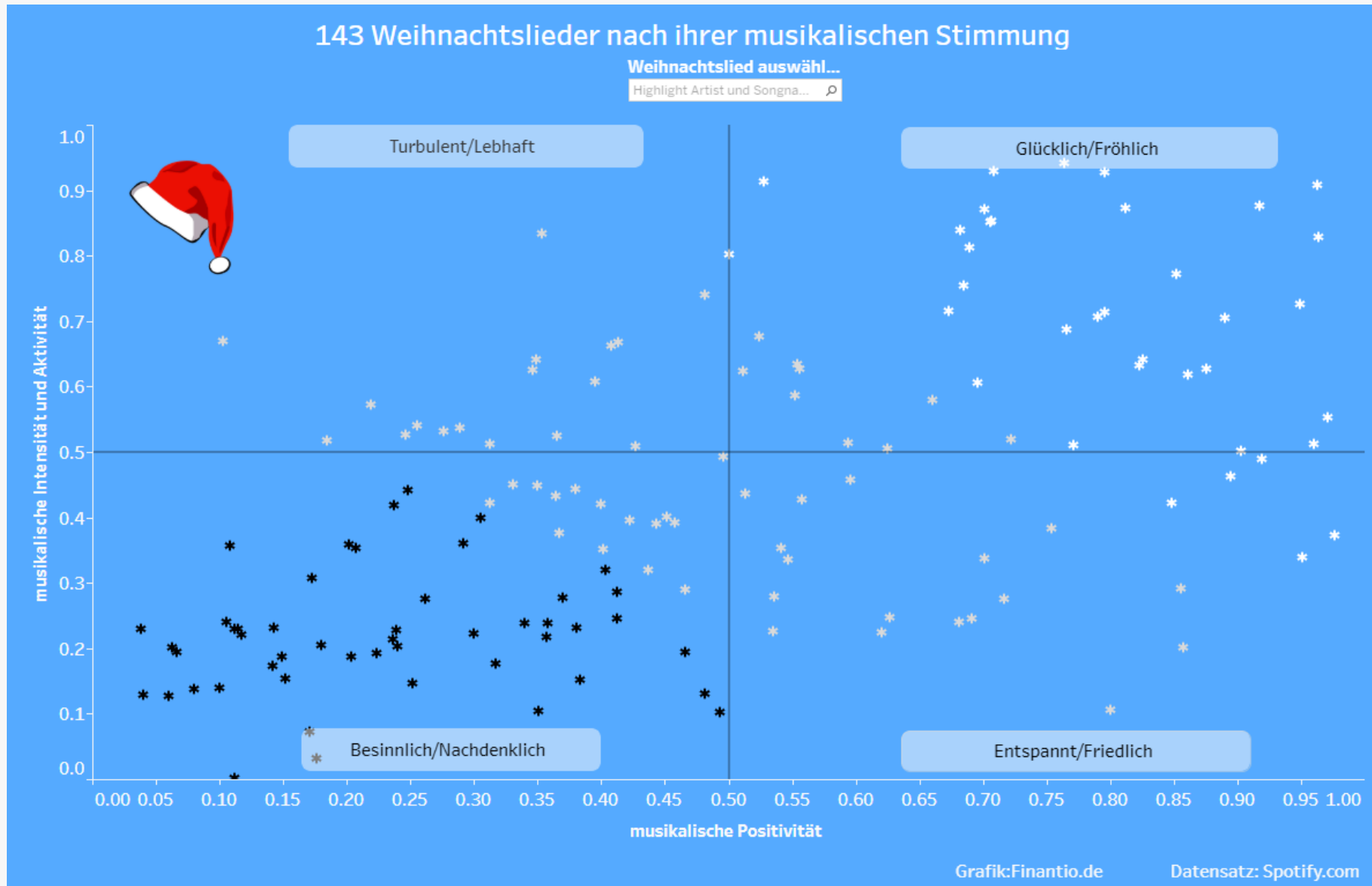
FAST AVERAGE SLOW

Some Elements of a Great (Data) Business Idea

It makes no sense to start a business that is going to have you doing work you don't enjoy.



Daniel = Loves obscure datasets + visualisations



People already paying for a similar
service/product?



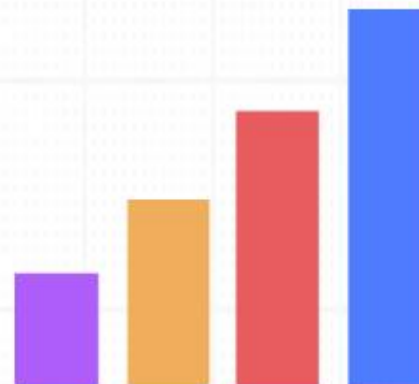


The Priceonomics Data Studio

Turn your company data into content marketing with the help of Priceonomics.

Learn More

Want to create data stories like this? Learn how [here at Priceonomics Bootcamp](#).



CUSTOMERS

Customer Examples from the Priceonomics Data Studio

Turn company data into content marketing that performs

A sample of Priceonomics Data Studio customers

AdRoll

SurveyMonkey

pwc

OUR TOOLS

Content Tracker



A free content marketing dashboard from Priceonomics.

Learn More »

Ability to launch quickly

FrontPage Data

Data-content production for SaaS, B2B, ecommerce, and affiliates.

In Data We Trust

Turn data into content marketing that performs

We produce data-driven content to tell better stories that get shared

Have you ever tried to get a journalist to write about your company? It's extremely difficult. You track down someone who writes about your industry, acquire her email address, carefully craft your pitch, and hit send -- and then nothing happens.

Put yourself in the journalist's shoes: every day, she receives hundreds of emails from people pitching story ideas. Each and every one of these emails is a request for her to do five to ten hours of work to research your company (or whatever it is you're pitching), and then write and edit something accurate, interesting, and cohesive.

Getting someone to write about you is basically a sales process. You're trying to convince her to part with her time, in exchange for something you have to offer. You better have a good reason for it to be in her interest to write about you, because you're essentially cold-calling her like a telemarketer.

The solution: marketing by sharing data. This involves taking data that your company can create -- or has access to -- that is *genuinely newsworthy*, and publishing it. This means

Idea Checklist

	Idea A	Idea B	Idea c	Idea d
Enjoyable daily tasks				
Product founder fit				
Tap into pain or pleasure differentiators				
Scalable business model				
An asset you can sell				
Large market potential				
Ability to launch quickly				
People already paying for service/product				
Points Total				

Source: Dan Norris – the 7 Day startup

Some R business ideas

Service Business (easier)	Product/Software Business (more difficult)
Niche data analytics services (e.g. Building data pipelines)	APIs
Data Visualisation as a Service	
Niche data dashboard services (Shiny)	



NARRATOR

[HOW IT WORKS](#)

[ABOUT US](#)

[FAQ](#)

A full-service data team for startups of any size

Narrator takes care of all your data needs at every step along your journey, from delivering insights to setting up a scalable data infrastructure to answering any data question.

Sign up for a free 30-minute chat with a senior data analyst.

[Book consultation](#)



Execution

Choose a Business Name (1 Day)

- e.g leandomainsearch.com

Name	Is it taken?	Is it simple?	Sound good?	Do you like it?	Is it sensible?	Is it broad?	Score/6
Name 1							
Name 2							
Name 3							
Name 4							
Name 5							

Source: Dan Norris – the 7 Day startup

**JUST BOUGHT DOMAIN FOR MY
STARTUP**

**SO I GUESS YOU CAN SAY THINGS
ARE GETTING PRETTY SERIOUS**

Create a Website for under 30€/m (2 Days)

- landen.co, carrd.co
- One Page only!

Things to consider for website copy:

- Noone cares how you solve their problem (R or excel or hand calculator)
- Showcase work examples
- Get testimonial
- Get help on copy (e.g. Upwork)

Get first customer

Find Leads



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Try Premium for Free

All people filters

Clear

Cancel

Apply

Connections

- ☐ 1st
- ☐ 2nd
- ☐ 3rd+

Connections of

Add connection of

Locations

Add a country/region

- ☐ Germany
- ☐ United States
- ☐ Cologne Area, Germany
- ☐ India
- ☐ Berlin Area, Germany

Current companies

Add a current company

- ☐ Microsoft
- ☐ Google
- ☐ IBM
- ☐ Amazon
- ☐ EY

Past companies

Add a previous company

- ☐ IBM
- ☐ Accenture
- ☐ Microsoft
- ☐ Siemens
- ☐ EY

Industries

Add an industry

- ☐ Information Technology & Services
- ☐ Management Consulting
- ☐ Internet
- ☐ Computer Software
- ☐ Staffing & Recruiting

Profile language

Schools

Contact interests

<https://www.linkedin.com/search/results/people/> then „Filter,

Look for buying persona under „Title“.



Gene Quinn
InMail • Data-driven patent rep...

People Keywords United States Connections Current companies All Filters Clear 2

Showing 1,192,007 results



LinkedIn Member

Founder at Fox Recruiting
Greater Los Angeles Area



Jeffrey Katzenberg • 3rd

Founder, Managing Partner at WndrCo, LLC
Greater Los Angeles Area

Follow



Tory Burch

Founder, Designer & Executive Chairman, Tory Burch | Founder, Tory Burch Foundation
Greater New York City Area

Follow



Philippe von Borries • 3rd

Founder of Refinery29
Greater New York City Area

Follow



Scooter Braun • 3rd

Founder at SB Projects, LLC
Greater Los Angeles Area

Connect



Billy McFarland • 3rd

Founder, CEO at Magnises
Greater New York City Area

Connect



Marissa Mayer • 3rd

Co-Founder at Lumi Labs
San Francisco Bay Area

Connect



Justin Rosenstein • 3rd

Co-Founder of Asana
San Francisco Bay Area

Follow



Dan Khabie • 3rd

Co-Founder @ CourtAvenue
Greater San Diego Area

Follow

Snov.io

Log In

Select/unselect all

✓ Jeffrey Katzenberg

✓ Tory Burch

✓ Philippe von Borries

✓ Scooter Braun

✓ Billy McFarland

✓ Marissa Mayer

✓ Justin Rosenstein

✓ Dan Khabie

Snov.io chrome plugin

Messaging

Email Outreach (Product/Software Business)

Jason Cohen: He logged onto LinkedIn, searched for Wordpress consultants and sent them the following email:

SUBJECT:

Wordpress Hosting Feedback

BODY:

Hey

I'm the founder of this new wordpress hosting company. It's supposed to be designed for folks like you, so I'd love to talk to you about any pain you've got with Wordpress and get some feedback on my idea.

Now, I know your time is valuable. You're a consultant. I absolutely do not want you to feel like I'm trying to grab time from you. So I'm very happy to pay whatever you think is fair for an hour of your time. Even if that's more than your normal hourly rate because I appreciate this is a weird one off thing.

- Jason

Email Outreach (Product/Software Business)

*“Before I had a company name,
before I had a powerpoint
presentation, before I had any
employees, before I had a server,
before I had anything, I already had
30 customers willing to pay.”*

Email Outreach (Service Business)

Email Outreach (Service Business)

Email Outreach (Principles)

- Short
- One Call-to-action! (Call? More info?)
- It's not about you
- Follow-up (most responses)
- Numbers Game: 100 Emails: 1-5 replies

Final pieces of personal advice

- Everything is Sales
- Go for B2B -> willing to spend €€€
- Create more than you consume

Final pieces of personal advice (2)

- Get used to code less
- Like what you do -> Motivation!
- Hire early (Freelancer \neq Business)
- Just Start („Learning by Doing“)

Resources:

Books: The 7 Day Startup, Steal like an Artist,
The 2020 Start-up Sales Playbook (free)

Podcasts: Naval, Tropical MBA, Indiehackers

Inspiration for ideas: producthunt.com, Y
combinator firms, Google ads e.g. „analytics firms“

Questions?

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Looking to hire Part-time Data Scientist
(20h/week) from mid-November