

15 Brainstorming Start Up Ideas

Karen West, Jan. 12, 2015

5 bad ideas, 10 good ideas – I first share the good ideas, and I did come up with some of those, but the original idea I had in consideration of taking this class and some others, are part of the 5 bad ideas on my list. ;-)

Also – I really do not know if these are good ideas, but I tried to come up with something.

10 Good Ideas

- I have very few ideas of my own to suggest, so I first did a web search, and most of the recent start up funding I found seemed to go for useful applications in the mobile device software application market, an area I do not have much experience in, but I will share some things I found there, along with others I came up with through my own observations.

Good Idea 1

- The first good idea I found was in the space that recently found funding for identifying harmful ingredients in cosmetics, at the Slush Fest in Helsinki, Finland. Perhaps this could be expanded into other areas where the idea could be useful.

Good Idea 2

- Another idea that was found good at the recent Helsinki, Finland Slush Fest was in the area of laundry, and the thought was making tasks that you hate to do easier. This person was funded with this idea to: put your clothes in a locker where it is taken to a central facility, photos are taken and a bar code is attached so you can track your clothes. Once the clothes are clean, you receive an SMS message on your phone that they are clean and back in your locker. Perhaps this could be expanded in a similar style for other types of chore we do not like to do in our lives.

Good Idea 3

- The next idea reviewed that was funded at the Slush Fest was the Blink idea, where you pay \$5 per month to read summaries of books that interest you, or quickly get a summary of a skill you want to learn, rather than reading the entire book. It was meant for the commuting market of people who ride trains, busses, etc to work or school. Perhaps this could be expanded for other parts of our life where we want to learn something.

Good Idea 4

- Another idea considered good at Slush Fest was Bubbal, which was like Twitter, except instead of following people, you follow places. Perhaps we could think about what other types of things we like to follow, Twitter style.

Good Idea 5

- In a class I took last semester, a professor was exploring the idea of using GPS technology indoors instead of outdoors – if this technology has taken off indoors, there are many potential uses for in homes and businesses.

Good Idea 6

- ▯ I recently visited the malls over Christmas, and found that the efficiency is down, there are less people shopping and instead buying things online. I think with some effort, shopping could be more enjoyable if spruced up with modern day technologies and efficiencies, so the experience is not frustrating, and instead of doing it socially, you do it from the comfort of your computer or mobile device to avoid the frustration. If you make it really fun, efficient, comfortable, more people who shop socially for fun instead of resorting to doing it all online. Budgeting would be an issue though, since in person shopping is more expensive for vendors, and you would have to be smart with your budget to get it back to being competitive in this manner.

Good Idea 7

- I see that security is a hot topic out there, and many good people probably do not like that they are being eavesdropped upon, but understand the need in that there are terrorists who attack the innocent and they say they do it for protection. Perhaps if we create a market of product to better understand how they are eavesdropping on us, we can better know how the line should be drawn between what is fair and not fair in keeping us safe. If we better understand what is kept secret, those things they use to eavesdrop on us and just how they do it to protect us, we can better know whether they have overstepped the boundary between what keeps us safe and what is out of bounds.

Good Idea 8

- Another Helsinki project that was funded was an indoor ecosystem of plants to reduce allergies in people. Perhaps there are other things that indoor ecosystems could do to help people feel better in their living or working environments.

Good Idea 9

- I see many advertisements in the Boston area where I live in regard to start ups being funded in the pharmaceutical space. I know some people feel very uncomfortable with drugs, and would enjoy just as much effort into more natural solutions for things, although I know that in some cases there is no replacement for bad diseases and things, you take the drug to solve the issue or you are in trouble with your health-- but I'm not referring to that space - less serious things that perhaps would not require you to take drugs.

Good Idea 10

- I know many people say that they believe with the right tools, they think they could better suggest how to budget the economy for our country. Perhaps that would be beneficial to our country's budget, and people could use it to make their suggestions in a logical and presentable manner, easily sharable and debatable, and understandable for all people who contribute.

5 Bad Ideas

- ▯ My first bad idea was one I inquired about on the discussion forum first. I had asked if it would make sense to hypothetically explore the market worth of a project my husband did with his Ph.D. students, to see if it had any potential for a start up environment. I won't be specific about it since the response was that it would NOT be a good idea to explore. Without many details, they have designed an operating system that currently works on the latest Intel X86 multi-core microprocessors, taking advantage of virtualization and another design that does not. It can work on a desk top but also for the embedded market including safety critical systems.

Bad Idea 1 Continued

- The reasons it would not be a good idea to explore the project my husband did in an academic environment with his Ph.D. students in this class are because:
- The girl from the discussion forum said you should not explore projects that have real-world start up potential in a class setting where you do not know the people very well.
- She said people may “poach” the idea if it's worth pursuing.
- She said someone on the student research team may think they are entitled to something, a portion of the profits or a share in the company if it takes off, either before or after the fact, and it can lead to a law suit.
- She said while some people in the class are experienced professionals, some are not, and she did not recommend conducting research or testing a business idea that I was serious about with inexperienced professionals.
- She did say that the class is a GREAT resource for identifying talent and exploring this business idea OUTSIDE the class room project I do, or to take what I learn, so I can research this idea myself afterward.

Bad Idea 2 – from a long time ago

- ▯ I once asked a professor the worth of doing something in the biomedical space, way back when I was 23 or 24 years old, and I just turned 50 last week. I asked if you could “simulate” a bio-mechanical procedure on a human body before actually doing the procedure, so as to avoid things like paralyzing the person by doing it. I said they simulate many things out there in software, such as hardware design and mechanical designs – why can't you do it to a human body? I was naive of course, and here is why it makes no sense.

Bad Idea 2

- ▯ The reason this idea made no sense was for 2 major reasons. The first was at the time – there would be no large market need for such a risky project idea and no one would ever be interested in funding its exploration. The second reason, is because simulating the human nervous system and other parts of their anatomy was nearly impossible, and you would need to do that with the bio-mechanical correction in order to truly do it in software before trying it on a person. So I'm sure he had a good laugh when I asked this after class! ;-)

Bad Idea 3

- For the same reason as Bad Idea 1 – I will not explore this idea in this class, but it also came from my husband – he is one of those people who works in an academic environment but is overflowing with ideas. This one was more about exploring what you can do with 3D printers and mobile devices, in a space that could be very beneficial to the world if it worked and took off.

Bad Idea 4

- In the lecture, they mentioned that we should consider “real world problems” as we take our approach to start ups – what are those problems? World Hunger and Health Care and access to computers and internet in 3rd World Countries? World Peace? Better designs for cars so that we are less reliant on fuel? How to heat and air condition our homes and work places so that it is both affordable and efficient and not wasteful, and adjustable by individuals, since we all enjoy different levels of heat and cold? I would have no clue how to propose doing these, which is why they would not be good ideas!

Bad Idea 5

- ▯ The reason this idea is bad is the same as bad idea 4 – I don't know what to propose specifically or how to go about doing it. I have observed though, that I am now 50 years old, but when I was a teenager through my 20's, the world revolved around the live concert scene, and it was very affordable. There was no internet, and you often first heard it on the radio, or at a record store or at the concert itself. Today I find that live concerts are no longer affordable, if you find one worth seeing, and you have to dig on the internet to find new music that is worth listening to – and often those people do not tour. If we could find a way to meet the same goals with today's technology – get the really talented musicians to tour, inspire and unite the world as they used to do, and make it readily accessible rather than having to search for it, and finding ways to make concerts worth seeing affordable – I believe it was the key to uniting the world when I was young – so many different types of people, united in the great music we all went to see together, live, in concert, at an affordable price.