Pricing and Cost

Could make money using a cheap subscripton fee

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Could make it a one time fee but that could result in the idea not consistently getting enough money to run

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Alot of the work could be done for free by users who want to help other instead of hiring people to watch movies and then fill in all the different kinds of phobias

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Product Ideas

It could use time stamps to tell users in which part od the show or movie there phobis is in.

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Could have users add there own fears and time stamps and post it for other to use

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Could have a program where users could get paid based on how many people used the information that they updated and added

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Platform/application type

Could make a physcial edition like a magazine but that means that newer movies released after it would be left out and more niche phobias would be left out.

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Could make the idea into an online platform. This will allow the idea to always be up to date and more niche fears could be used.

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Making an online version also allows users to add there own phobias and time stamps that they can share with others.

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Advertisement and marketing

Could use advertisements to fund the idea. This coiuld work well with advertisments that have to do with entertainment .

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To advertise my idea I could have it play in movie theaters or on cable televisions since the ideas target audience is people who enjoy entertainment.

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I could also advertise my idea on websites that talk about fears like therapy websites.

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Constants/unchangeable elements

A way to add your phobia

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A way to search for shows or movies

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A way to add your time stamps and phobia so that others can utilize it.

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