

Product Ideas	Hurdles	Cost/Pricing	Legals	Advertising
<p>Smart Planner Device: A digital notebook that syncs with class calendars and reminds students when to study.</p> <p>Oliver Johnston</p>	<p>Cost Resistance: College students are often unwilling to pay for subscriptions.</p> <p>Oliver Johnston</p>	<p>Campus Sponsorship: Partner with universities that subsidize the tool for their students in exchange for analytics on usage patterns.</p> <p>Oliver Johnston</p>	<p>FERPA Compliance: If syncing with school systems, ensure data sharing complies with educational privacy laws.</p> <p>Oliver Johnston</p>	<p>Study Challenge Campaign</p> <p>Oliver Johnston</p>
<p>Focus Headphones: Noise-canceling headphones that block distracting apps on your phone while in use.</p> <p>Oliver Johnston</p>	<p>Different Learning Styles: Some prefer visual organization, others auditory or tactile — one solution might not fit all.</p> <p>Oliver Johnston</p>	<p>Free basic features with premium analytics or motivational coaching for a small monthly fee.</p> <p>Oliver Johnston</p>	<p>Advertising to Minors: If the product targets under-18 freshmen, must follow youth-advertising regulations.</p> <p>Oliver Johnston</p>	<p>Campus Rep Program: Student ambassadors host focus events or pop-up “study stations” on campus.</p> <p>Oliver Johnston</p>
<p>Smart Wall Calendar – syncs with Google Calendar and uses LED lights to show busy vs. free times visually.</p> <p>Oliver Johnston</p>	<p>Device Overload: Some students already feel “tech fatigue” from too many digital tools.</p> <p>Oliver Johnston</p>	<p>In-App Ads from Local Businesses: Offer free plans supported by local study cafés or tutoring ads.</p> <p>Oliver Johnston</p>		<p>YouTube Shorts Ads: Short, funny ads about procrastination leading into the app’s time-saving solution.</p> <p>Oliver Johnston</p>
	<p>Student Adoption Barrier: Many students download productivity apps but abandon them — the challenge is designing something genuinely engaging.</p> <p>Oliver Johnston</p>	<p>Micro-Investor Crowdfunding: Let other students invest small amounts to support app development and earn perks.</p> <p>Oliver Johnston</p>		<p>Gamified Leaderboards: Allow students to share their weekly “focus points” on social media for prizes.</p> <p>Oliver Johnston</p>
	<p>Data Privacy Concerns: Syncing calendars and schedules may require permissions that users hesitate to grant.</p> <p>Oliver Johnston</p>	<p>It would cost money to run an app and require money to keep it up.</p> <p>Oliver Johnston</p>		<p>Finals Week Pop-Ups: Partner with libraries to offer free snacks and app sign-ups during finals.</p> <p>Oliver Johnston</p>