**Nova**

**High Concept Pitch:** AngelList for startup sales

**Idea Value Proposition:** Create an online form questionnaire that will target common pain points for businesses and individuals, and use that test to generate a list of startup/tech solutions for the pain points present. If none of those solutions are suitable, allow businesses and individuals to post their pain points, and for startups to reply on how they can solve them. Failing that, Nova will offer direct consultation where a consultant will assess and produce a custom set of solutions for all of their pain points.

**Ideal Customer:** SMEswho have money to spend, and have their hair on fire collecting a bunch of data, and have no idea what to do with it. Governments and labs who want to see a different view on thier from the public, and see if there are new insights they can glean with a fresh pair of eyes..

**Barriers to Entry:** Network effect of the community of startups, first mover advantage, brand reputation will be important for those worried about implementing new solutions.

**Competitors:**AngelList, f6s, Gust

**Key Questions to answer:**

1. Is there a viable monetization path for this idea?

2. Will the community be active enough to warrant building an online platform for this?

**Research/Further reading:**Validate through building out the form for pain points.

**Next Steps:** Create a working online platform for this idea.

**Brought to you by:** Roger