

## CONCEPTS FOR NEGOTIUM AGON 2025

Concepts
Business based on a bad habit
Business based on a bad TV show
Business based on a fashion emergency
Business based on a fictional character
Business based on a life hack 'gone wrong'
Business based on a misheard lyric
Business based on a popular paradox
Business based on a stereotype
Business based on a time travel to a certain century
Business based on accidental invention
Business based on childhood rivalry
Business based on collecting useless items
Business based on everyday nuisance
Business based on fake news
Business based on lockdown nostalgia
Business based on rewriting fairy tales as industries
Business based on unsolved riddles
Business Built around a hidden talent
Business Built around a ridiculous law
Business Built around the concept of FOMO
Business Built from a childhood fear
Business Built from a childhood game
Business Built from a childhood question
Business Built from a dream vacation
Business Built from a forgotten trend
Business Built from a fortune cookie
Business Built from a joke
Business Built from a mistake
Business Built from a mistaken identity
Business Built from a misunderstanding
Business Built from a ridiculous holiday
Business Built from a sibling argument
Business Built from a superstition
Business Built from an obsession
Business Built from an overheard conversation
Business Built from overused movie quotes
Business Built on a first world problem
Business Built on internet search history
Business Built on the moon
Business built while travelling
Business from a long phone call
Business from a movie review
Business inspired by a famous meme
Business inspired by a spelling mistake
Business inspired by a 'what if' senario

Business Inspired by texts
Business inspired by that 'one movie'
Business made for the apocalypse
Business that converts cofee pot into plant fertilizer
Business that converts human thoughts into music
Business that designs wallets that send alerts if lost or stolen
Business that generates your worst case scenario and solves it
Business that manufactures shoes that grow with your feet
Business that offers reverse advice telling you what not to do
Business that sells books you cant open until you forget what theyre about
Business that specializes in emotional blackmail
Business that stimulates fame for 24 hours
Business that trades secrets, not products
Business that turns everyday failures into collectable trophies
Business Thought of while watching a football match
Business thought of while watching 'Stranger Things'
Business where failure increases profits
Business with only 1 customer per day