PROBLEMS

1. An easy way to make a standing desk without actually having to get a standing desk. For example, adding a shelf or other construct on top of a typical desk to make it more appropriate for a stand up desk.
2. Fast way to enter expiry dates of groceries and notify me in advance before something is expiring
3. We looked for calendaring/scheduling as a web service and were surprised to find nothing like it exists. It's something Mike has implemented with BookAMeeting, Rob with LaunchSpot and us with Happenate. Not sure the overall size of the market, but it is a well-defined problem that could be solved in a reasonable timeframe, so might be perfect for a Velocity residence problem. Basic functionality would be exposing a RESTful API with web hooks that allow calendars from multiple systems to be queried, invitations sent, RSVPs handled, etc.
4. Flexible tool to mass deploy Web apps from a repo or local files to a Web server, and run all commands to set it up
5. Transit app that gives next-arrival times, but then also tracks the users to see what routes they take (provide useful analytics for transit planners)
6. Sunglasses: Form-fitting glasses that are affordable and stylish. One of the cooler companies I’ve seen working on this is Protos Eyewear. It does 3D-printed eyewear. The next step would be to add simple technology. Google Glass and its competitors are doing a great job innovating at the higher end. I hope someone can create useful tech that also fits well.
7. Mobile Web Push Notifications: To get more engagement, the mobile Web needs a push notification service that is equal to a mobile application push notification. If a startup created an easy API that was effective and tracked open rates for mobile sites to send notifications, it would be rich.
8. Copy Machines: How is it possible that in 2014 the copy machine is still as faulty and unattractive as it was 15 years ago? Since “Office Space,” the copy machine has been vilified — and for good reason. We need a more simple, beautiful and functional printing solution.
9. Water bottles: We all know we need to drink more water, and we all know we feel better when we do. I want a smart water bottle to give me push notifications of how I’m doing and track my progress online to make sure I’m staying
10. Noise Cancelling Headphones: Bose Noise Cancelling headphones were great in the ’90s, but I want to see an in-ear device that not only cancels noise, but also puts me to sleep when I want to be asleep. How great would that be on airplanes?
11. Household Electronics: I love how Nest has been bringing technology into the home in a seamless way, and I’d love to see more of that same mindset and aesthetic carried over into more household electronics. I’m not exactly sure what should be next, but I’m completely enamored by its strategy of injecting connectivity and design into what had been basically commoditized household appliances.
12. TV: Put watchers in control of how they spend their time in a thoughtful way. All the pieces seem to be there, but no one has pulled it all together. If I want to improve myself, where is the button I press to start a set of videos that will help me achieve my ambition?
13. Cars: I’d love to see a more intuitive car developed. I’d like something electric, but with a long range that is incredibly easy to operate and has very low maintenance. It should also be fun, easy to drive and park and great for families — without resembling a minivan. I’d like it to learn my daily routes, make suggestions on the fastest way to go and be able to troubleshoot its own maintenance issues.
14. Beds: Someone should really invent the smart bed. Beds haven’t evolved for years. They are still archaic and not even connected to the Internet. In the future, sleeping time will be used as diagnosis time. It will collect data from our bodies and analyze it by some device in the cloud. When we wake up, we’ll know what nutrients/vitamins/chemicals our bodies are low on, so we can customize our diet or get medication if the smart bed has detected an illness. We’ll start our day with a health report so we know what diet we need and whether that involves more exercise or a trip to the drug store
15. Remote Controls: I have no idea what half the buttons on my remote control do, and we have three remote controls. A startup coming into this space and completely re-engineering it would touch not only those in the U.S., but also those across the world. It will also leave everyone in its wake needing less AA batteries
16. DNS for physical addresses
    1. Moving and rerouting all of your mail is a pain in the ass. I bet MappedIn is going through this right now. Imagine if you could mail things to an abstract identity, similar to an email address, and they show up at whatever your current physical address is.
    2. could either be done as a relay service or a partnership with the post office
17. Facebook Karma
    1. Calculate the "engagement score" of someone's facebook account, i.e. how many likes they get for things they post
    2. Make it a competition between friends
    3. pretty narcissistic, but I think it could get a lot of attention
18. Finding the best content from a given website
    1. Every time I discover a new blog or any kind of content site, I always want to see their best stuff. Some sites (reddit, youtube, etc) have ways to sort by popularity, but many don't.
    2. You could crawl a given site and pump all the URLs through the facebook API to find the most-shared ones.
    3. This is very similar to what PostRank did with their now shutdown blog-post ranking service
19. CoverPhotoFinder growth hacking
    1. We still do 1.1M pageviews/month and $2,000 revenue/month
    2. Could be an interesting playground for anyone wanting to try out some AB-testing on real users
20. At Facebook hackathon we realized it was really hard to go from mockups to prototype for mobile apps. Many times, I would design what I want the app to look like in photoshop, then someone would have to make it again with actual code. (This is obviously too long of a process for hackathons and/or for companies that want to crunch out projects). Same thing happened when we were doing mobile apps in the past. Would love to have a prototype software that can bridge design to code faster.
21. A better alternative to refollow.
22. An In-gmail way of handling group emails for example [hello@tinkercoin.com](mailto:hello@tinkercoin.com) goes to all 3 of us.
23. Build code reviews into Github Issue tracking
24. A better way to share music on Facebook or Twitter other than youtube. Defaults to youtube but goes to rdio or spotify if those are installed.
25. Large companies are a disaster. When trying to buy a part. You need to talk to the sales person, the engineer, the purchasing person  and go back and forth with invoices and purchase orders. etc. Its actually pretty hard to give people money.
26. We are experiencing issues with engineering companies not answering every question that was asked in an email We ask a manufacturer a bunch of questions like pricing, bulk pricing and technical specs. And they will reply to a fraction of the questions (disregarding other ones) Phone calls usually fix this problem since you can ask everything at once and get immediate responses.
27. Engineering companies are really bad at estimating time. Don't say something will take 5 - 10 business days when it will actually take 1 month or more.
28. A voice mail app. it periodically dials your VM # and listens to all the msgs. It then records the time, call back number, and transcript of the message in text format. you get a message list of all the VMs, with one click call-back.
29. Handicapped access
    1. The effort and money spent on enabling access to those handicapped people confined to wheel chairs is astronomical, in the US about 0.5% of the population use a wheelchair but every public building needs to accommodate them from doors to washrooms, desks, phones etc. etc.  The solutions are entirely based around accommodating the wheelchair.
    2. Changing the device (the wheelchair) may be the best solution
30. Automobile traffic
    1. The personal car is a wonderful convenience but the infrastructure really only works well under small traffic densities and short distances.  The number of accidents, traffic jams and the cost of maintaining the infrastructure (roads, lights, signals, storm drainage, etc) is huge.
    2. Solutions can be in better control of the car, better control of the traffic control systems, different infrastructure, different.
31. Home control
    1. There are many home control systems but they are based around lighting and stereo control.  There are also some more intelligent temp control systems but no one is doing a whole home control system that is more than a toy.  There is space for a smart whole home system that will control water, heat, gas, light, security, locks, electricity (draw and production), alternative heat system balancing, electric load monitoring/balancing, control of window shades/ventilation/watering/etc.   put all that together with a real interface/dashboard with data storage and manipulation it could be used to lower utility and insurance costs, and on and on
32. Patient drug compliance
    1. When a person gets a prescription from a doctor the script is for a certain amount of the drug for a certain period of time.  this is to designed to produce a desired result (kill the bug, heal the infection etc).  a surprising large number of people will never finish their script and don’t report back to the doctor so there is no way to follow up with effectiveness etc
    2. Logging and reporting of compliance could help
33. Elderly drug control, monitoring and assistance
    1. The elderly are often on multiple drugs that are taken at different times under different circumstances.  The routine can be complex and easily messed up.  Interactions between drugs can be dangerous as can be getting the wrong dosage.  Forgetting to take the drug at the right time under the right circumstance, mixing up the timing or dosage can all be disastrous.  Prescriptions are suppose to come with all the literature required but can be confusing and is seldom read or understood.
    2. In home dispensing
    3. Remote monitoring
    4. Modified packaging
    5. Smart packaging
34. Patient health record self management
    1. Self managed health care is extremely difficult because of multiple, missing or non accessible medical records, lack of information, lack of access to information or a method to analyze the data in a way that would be usable to the layman.  However there is a growing want to do exactly that.
    2. Data management with link to MHS
    3. Link to healthcare systems, and databases, ER system (triage, advanced notice, updates, monitoring)
    4. Opportunity for add ons like BP, HR, connection to wearable tech, etc
35. Drug recall
    1. Drugs are often recalled for a variety of reasons, the drugs are packaged with lot and time info and tracked through the manufacturer’s facilities but when they get to the drug store etc. they are typically no longer tracked.  There is little to no way to follow the lot through the system and do an effective recall once the drugs have been shipped
36. Drug stability
    1. Drugs, like many molecules, degrade quicker with temperature (it’s exponential). Over 30°C and they lose their effectiveness very quickly.  This is tracked by a statistical weighting (MKT – mean kinetic temperature).  But once the product leaves the warehouse, there is no tracking of this.  There is no way to understand if the drug has been compromised.
37. Plastic bags
    1. Shopping bags and plastic bags used in shipping have become an environmental nightmare but the old alternatives (paper mainly) have some issues too.  There is a huge need for an alternative to the plastic bag
38. Tire disposal
    1. Tires are not entirely consumed (they wear out but there’s lots left when you have to replace them). They don’t degrade well, have issues when burned and are generally nasty to dispose of.
39. The Idea There is Only One Big Winner in a Space in SaaS is getting Pretty Dated — Even If It’s True.  Maybe Salesforce will continue to capture 70-80% of the market cap value in CRM over time.  But goodness, even if that’s true, the other 20 all can be $1 billion+ Unicorns.  The fact that all SaaS markets are exploding means there are far more ways to get to $100m in ARR than ever before.
40. You Don’t Have Dethrone the Winner to Win.  Got a better take on Box?  Don’t fear its $10 billion IPO and $200m run rate.  Relish it.  Because just the wake behind that can create another Billion Dollar (Market Cap) Winner.  You don’t even to take anything away from Box.  Just win in the Bottom 20% of the market, and/or ride the next wave in the segment.  Again, because it’s just a huge market.
41. All These Categories Are Going to Turn Over Again.  Secret and Medium are just the next versions of Twitter and Quora, Tumblr supplants Blogger and grows perpendicular to WordPress.  You can see new players in a space evolve relatively quickly in consumer, with a new spin each time the web changes (mobile, social, etc.).  The themes change much more slowly in the Enterprise, but they do change every 3-5 years.   Mobile is, for example, eventually, going to totally change CRM.  It’s starting to happen already.  And that will create huge new opportunities for new players.