**MY IDEA**

*Answers to the questions below will help us to understand your idea better.*

*It is okay to not have an answer to some of these questions, just think about them or maybe do a little research and if you still don’t have anything to share, skip them.*

1. Tell us about your idea. What product or service is it about?

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| I want to tell you about two ideas of mine that I really want to implement.  The first product that I have always wanted to realize is a photo sharing platform. This platform would be dedicated to our beautiful country, namely Azerbaijan. Individuals from all over the country who are keen on photographing would take photos and share them on their page. This could not only bring young talented photographers to light but also allow people to discover interesting places in Azerbaijan. It is obvious that there are other platforms such as Instagram or Facebook. But keep in mind that the purpose of this product is not about sharing pictures of places, but to provide a great platform for youngsters who may just have the hobby of photographing or a dream, perhaps to become a famous photographer.  The second idea that I strongly want to convert into a reality is about providing a web application for the individuals that want to develop themselves. On this web software, conversation club, seminar or other project organizers would be able to post their events or other related activities so that the youngs that are eager to develop could join them. It is again clear that there are other platforms, but again there isn’t any specific application for this purpose in Azerbaijani language. Instagram or other platforms are not created for this purpose. Besides, this platform would be dedicated specifically to our country. So, only projects, events and other activities that happen in Azerbaijan would be able to be posted. |

1. Which problem will this product/service solve? | Which gap will it fill? | Which need will it cover?

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| I believe the former product would greatly inspire individuals that are just in the habit of taking pictures. I have seen plenty of young people that posted an inordinate number of fascinating photos on their page and since they did not get enough attention they dropped photographing. It has been realy hard form me to witness all these people’s ambition fade away. I do strongly belive that this product could stop this ongoing tendency and maybe in the future potential photographers will thank us for this product. Additionaly, this could also reveal some of the wonderful places of Azerbaijan, resulting in a flow of people visiting the place. Let us not forget that this would be dedicated to our country only.  When it comes to the latter product, this software could be a useful platform for both project/event organizers as well as young people who are looking for specific activities. During my university years, I have witnessed a lot of people struggling with finding conversation clubs or other specific events. Since there isn’t any specific platform for this in our country that people could use to post their events, it puts a great barrier for people. Because of this, people need to search on several platforms such as Facebook or Instagram. But the platform that I am eager to implement would have filters and each user could select a specific event and the time range. Needless to say that this will facilitate the search and both, project organizers as well as individuals will benefit from this application. |

1. Who is the target audience? | Who can be the main users of this product/service?

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| Well, the audience of the first product is clearly young people. Nevertheless, adults who are big on photographing would also be able to unleash their possible talent for photography.  The second application targets mainly students who want to broaden their horizons and advance themselves. |

1. How this problem is solved (the gap is filled/the need is covered) TODAY? Is there a similar product/service in the local market?

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| As one of the most popupar online photo-sharing applications is Instagram, people tend to use this app for showing their skills in photographing. Instead of stimulating ambitious people, this platform demotivates possible talented people, leading them to drop this amazing activity.  About the second product, admitedly, I have never heard of any app that is project/event specific and in Azerbaijani. |

1. Is there a similar product/service in the foreign market? (If YES, please indicate link, website.)

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| Yes, there are plenty of photo-sharing services in other nations. Top 3 popular ones:   1. Flickr <https://www.flickr.com/> 2. 500px <https://500px.com/> 3. ImageShack <https://imageshack.com/>   Top 3 apps for event posting:   1. MeetUp <https://www.meetup.com/> 2. Events.org <https://events.org/> 3. Yelp <https://www.yelp.com/> |

1. Do you have any idea about how much this product/service can cost – what price can it be offered for? Why do you think so (is there anything to compare it with or just your intuition)?

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| Honestly, I would really want the first service to be completely free, but if the user really wants their photo to be on the top of the explorer page, then that user will have to pay. This could be done by creating a monthly payment and the user will have the opportunity to choose between standard or premium posting and the algorithm of the explorer page will be chosen respectively to the account type. The premium could cost around 30-40 AZN per month, and the standard one would be free. The reason is just my intuition but we must not forget that this is mainly for young people, therefore it must be an affordable product.  The second service should be free for users looking for events but charged for users wishing to post an event. In the beginning, for drawing attention purposes, it should be cheap, something around 5-10 AZN and then later when it gets popular, the payment can be increased. |

1. When this product/service can be considered as successful? (How many people/companies/ etc. should it cover to be considered as successful)?

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| Well, the product can be deemed triumphant when there are thousands of youngsters who feel really happy about the product. If the number of users becomes 10000 in the first 3-6 months, then this product may clearly be considered successful. This product can become popular in a really short period of time because there are plenty of young people at the starting point who have always dreamt of a service like this in Azerbaijan.  It is sad to accept it, but I think for the second product it will take more than 3-6 months to be well-known. Due to the pandemic, people have just come out of their homes, and the world is still getting back to its former state. Sadly, there is a potential lockdown owing to the number of cases in Azerbaijan. So, I think it will take some time to be one the most popular services in the country. |

1. Which word/sentence/motto can attract the target audience to this product/service?

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| The sentence that I strongly believe would encourage people is as follows:  “Take one picture pave your future.” So just take one picture if you like photographing and maybe in the future you will become a great photographer.  The sentence for the latter service that I think would attract a lot of people goes like this:  “The gates to success”  Explanation- so people will look for events and once they join them there is a good chance of shaping their career. It is apparent that this product will immensely contribute to their future lives. |