

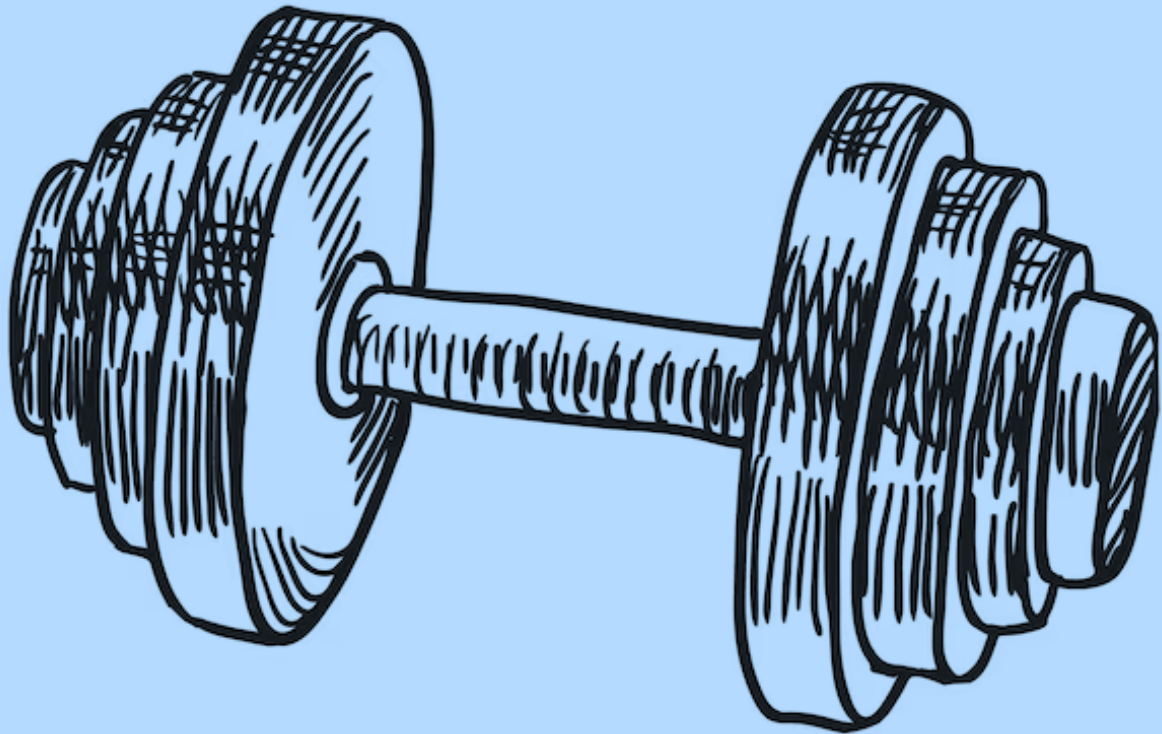
GREG ISENBERG

7 **free** startup
ideas worth

\$1M



(They're yours to **steal**)



1. A fitness gym that costs ~~\$0/month~~ to join.

Flip the model on it's head.

Charge nothing to join, but **upsell** on premium classes, smoothies, access to steam/sauna.

You could even **sell** advertising to local businesses.

2. Spotify but for music that's "work in progress."

When you browse Spotify or Apple Music, it's all the music that's **perfected** for the album that's been published.

But what about the music that artists have in **draft mode**?

Would be so cool to take part in this **journey** with them.



3. ~~AI-powered~~ Penguin Random House.

We're going to see authors that are **just AI** in 2024.

Idea generation, marketing, design, all **completed via AI**.

Forget your 401k, your retirement plans is your 401 **self-published** AI books.



4. Stripe Atlas but for ~~shutting down~~ companies.

Shutting down a company is no fun — the last thing you want to do is be **flooded** with paperwork and dissolution documents.

Stripe Atlas made it easy for anyone to **start a business**.

But where is the Stripe Atlas for **shutting them down**?



5. Twitter Spaces for **Uber drivers**.

A private social network for **gig workers**.

They can hop on in their local areas and **chat with drivers**.

You monetize this by **affiliate deals**.

Maybe an Uber acquires this one day.

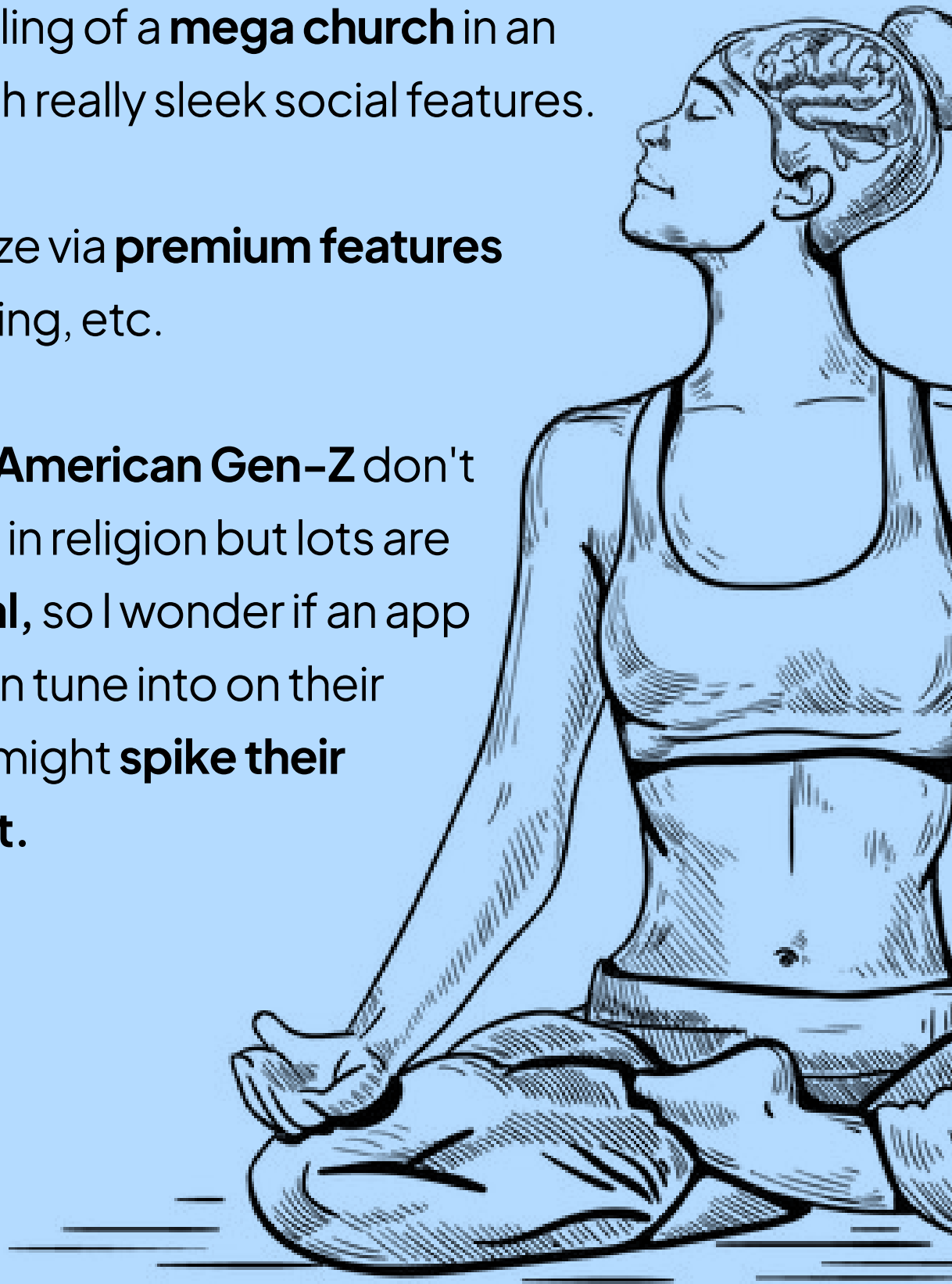


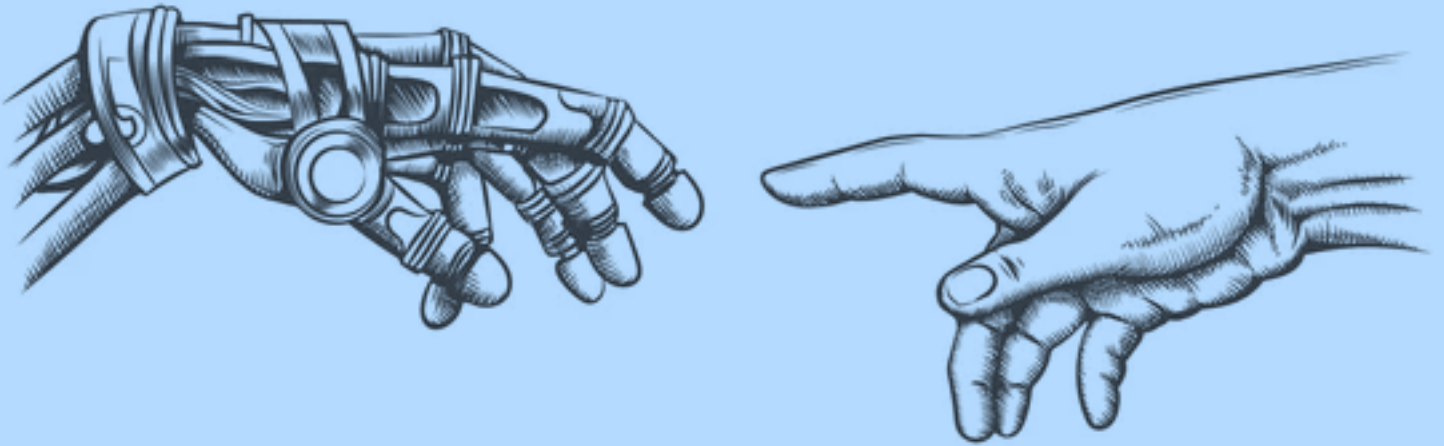
6. Twitch meets **church**.

The feeling of a **mega church** in an app with really sleek social features.

Monetize via **premium features** like dating, etc.

Half of **American Gen-Z** don't believe in religion but lots are **spiritual**, so I wonder if an app they can tune into on their couch might **spike their interest**.





7. AI **accountability** bots.

People will pay for **accountability** around working out, work, hobbies, etc.

A business that charges **\$29/month** for access to an **AI bot coach** that keeps you in check.

Probably **wildly** effective and way **cheaper** for the customer than hiring a person. **Win-win?**

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