

# Recap & Brainstormer's Cheatsheet

## - What to Remember about Customer Niches

### RECAP

A great strategy to start a business is to focus on a small customer niche. This niche can also be an underserved one (not enough offer compared to the demand), or even one that is mainly ignored (ex.: young girls when it comes to video games). This is risky and difficult but it can also be extremely rewarding like the Kim Kardashian: Hollywood mobile game. Either way, the more focused you are on a certain niche, the better. Don't target everyone at once.

### BRAINSTORMING QUESTIONS

- Can you target a **different customer niche** than the typical one of your industry?
- Can you slightly **adapt your product/service** so it fits another customer niche?
- Can you identify an existing but heavily **underserved customer niche** that mostly everyone ignores in your industry?
- Who do you want your customers to become when they're using your product?
- If your products are mostly targeted to a specific gender, can you adapt them to fit the opposite gender?
- Can you create an **innovative concept** around your product/service? A specific "theme", "set", "culture"?
- Generally, think about a **counter-intuitive customer type** and think whether targeting it might actually work?