

complaints  
and feedback

positions  
needed

product  
promotion

hurdles

similar  
products

target  
audience

very basic

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social media  
manager needed

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post about it on  
social media like  
instagram,  
snapchat, tik tok,  
etc

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sustainability

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water purifier for  
washing your  
face/hands in  
kitchen or  
bathroom

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moms

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already products  
like this

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engineer needed

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go on shark tank to  
get media coverage

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affordability

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water purifier for  
the shower

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teenage kids

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hard to get on

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manager needed

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have a commercial  
on television

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getting the word  
out about our  
product

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automatic  
dispenser of  
chemicals into a  
pool so you don't  
have to do it  
yourself

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not very practical

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someone who  
keeps track of the  
money

Ella Harshyne

paste our add on a  
billboard

Ella Harshyne

having enough  
money to start up

Ella Harshyne

“why can’t we just  
make water cleaner  
all together?”

Ella Harshyne

advertise discounts

Ella Harshyne

might cause  
problems in politics  
- people wonder  
why we need  
things like this, our  
water should be  
clean

Ella Harshyne

“how do I even clean  
this thing?”

Ella Harshyne