

Part I: Coming Up With Ideas

1. Which type of ideas do you think apply to Shyp? Why?

Shyp aims to simplify the shipping of items. After scheduling a pickup date, Shyp finds the best way to send it. For me, 2 type of ideas apply to this site : (i) virtualize, because you don't need to go to the post office to send something anymore but you only open the App and schedule the pick up of your item whenever it suits you. You virtualize the pick up of the item you need to send.

(ii) combine, because this app replaces all the actions linked with shipping an item : wrap it, drop it off at the post office, find the best shipping option to send it.

2. Which type of ideas do you think apply to Curofy? Why?

Curofy is the LinkedIn for doctors. The way it is explained to us make me think it is a Me too type of idea. It allows doctors to connect and built a network, just like LinkedIn does. It bring this type of social/informative media to the medicine area.

3. Use Product Hunt to find a relatively new startup and respond to the following about it:

I have chosen to analyse Meeting.ai which was the 2nd best of the Product Hunt of September 6th's classement.

Meeting.ai is an AI who automatically turns your conversations (online, in person or recorded) into hand-drawn diagrams, visual summaries, full transcripts, concise summaries or key points. It helps visual learner to remember 65% more information.

I would say it virtualize how you take note by uploading your conversations online and getting visual summaries.

Meeting.ai aims at simplifying manual note-taking during meetings which can be tedious and inefficient. By automating that work and enabling users to stay focused on the conversation, it solves a productivity problem. It is then a pain-killer idea.

This idea has been easily monetized based on subscriptions and different options: Plus at \$27/month, Professional at \$49/month, and customizable Enterprise plans.

It can be described by one sentence :

"Meeting.ai is an AI assistant that captures, transcribes, summarizes, and organizes your meetings."

This idea can be helpful to a lot of different type of people : students, professionals, educators, consultants to help them either learn faster, keep trace of a meeting, report faster or ease multilingual conversations. For that reason, the addressable market is broad and global.

The legitimate secret sauce of this idea is using AI which is a new ground breaking technology. Most of the App on Product Hunt was applying AI to different areas. I was really impressed by the number of App that are being developed and are using AI.

Part II: Finding Your Product

A. Brainstorming

4. Brainstorm ideas of problems you want to solve with software like an app or website and ways to solve the problems. Include all the problems you came up with in your document.

Here is the 3 of ideas of problems I came up with and my solutions :

Idea 1 : When I had a car in France, I always had difficulties to find a gas station that was on my way and that was cheap. My car didn't have any electronic functions and especially when I was alone in my car and going far away from home, I was always struggling to find the best gas station on my way. It was very dangerous to look for it while driving and I needed to stop and loose time.

I then thought of an application or a website that analyzing your route, finds gas station options and gives you their gas price, how much time it adds to your route and where it is in your trip. Then you could choose which gas station suits you the best regarding your time and money pressure.

This concept can also be applied to a lot of other services like finding the closest and cheapest theatre, shop, café near you.

Idea 2: I noticed that many people struggle to meet new people who share their interests, especially outside of romantic or dating contexts. Social media often encourages superficial connections, while real-life interactions are limited by routines or work colleagues. This is especially something I noticed with some graduated friends who moved in a different city to start their working life, without knowing anybody.

I then thought of a mobile app that could help people connect locally (or virtually) through shared passions, hobbies, or professional interests. It would be considered as a friendship app and you could connect and meet with other people near you.

Idea 3 : I am an exchange student coming from France. Since I arrived in the United States, I noticed that Americans were very eager to discover French culture and it was very difficult for them to do so, except for those who had already been to Paris or to another French city. Some were very intrigued about bread, about French culinary habits and our French way of life.

I thought of a website where Americans could 'frenchised' their life by simple hack. There could be a culinary section where you could learn how to bake French pies, to cook vegetables in a French way ; small things French do a little differently but that you can easily change. There would also be a recipe section with more difficult recipes to do like bake bread, cook Boeuf bourguignon or bake a croissant. Thinking like that, many other sections could be added about different topics like French fashion, French language... There would be some texts and pictures to explain a point and some videos for more difficult concepts or recipes or to go further if you want.

This website could become a living community where everyone could react and give their experience or advice. You could even find other community members nearby that you could meet and make new friends.

5. Choose one of your ideas as your product that you will turn into a website for this course. Why did you pick this idea over the other candidates?

I must say that I like the idea of spreading the French culture but I feel that the gas station comparison idea would be more useful, and that would be something I would be the first one to use. It makes more sense to me to build something concrete and handy that is why I will develop the gas station comparison idea from now on.

6. Is your idea a new one or has it existed before?

I haven't found any website that offered this function. Some websites compare gas prices around a given area but never for a given route. It usually isn't very handy because it is a list and not on a map, which could ease the reading and understanding of it. Most existing websites only offer one of those informations and makes it very time consuming for us to compare different options.

7. What industry would your idea be useful in? Why? (i.e., advertising, apparel, arts, automotive, cosmetics, education, entertainment, food, etc.)

It would be useful for any car driver, especially student or young people who usually need to be more careful about their money. It could also attract the automobile industry as it could be a relevant function to have on car dashboards.

B. Product Proposal

8. Describe the product you have come up with and the type of ideas that apply to it.

I think this website idea is mainly to virtualize the action to find a gas station. Until now, we mostly pass by one and stop to buy some gas. Now we can control where and the price of the gas we want to buy and plan it in advance if we want to.

9. How is your product personally relevant to you? Are you or is someone close to you connected to the idea or the related problem? What problem will your product solve?

This idea comes from a personal experience and a problem I encountered myself. It would have prevented me from finding the most expensive gas station when I was almost running out of gas. It must be a situation that a lot of students and car drivers can relate to. With this website, we can fully control what price we want to pay our gas and the place we want to buy some. It allows us to plan our refill during a long road trip in advance or while driving by just choosing which offer suits us the best.

10. What type of website will your product be? Is your product a painkiller or a vitamin?

I think it gets the closest to an e-commerce site. Even if it doesn't sell proper products, it compares services to advise consumer on their best option.

This is a painkiller because it meets a real user's need of choosing more easily a gas station during a road trip.

11. Is your product easy to monetize?

I must say it isn't an easy product to monetize as no products or services are really sold. Some other app don't sell proper products or services but are still viable by using adds income and some premium accounts to have more options. We can use the same monetizing system and imagine partnerships with certain type of gas stations that would offer some sales for premium accounts.

12. Is your product simple and easy to describe?

It can be described by one sentence:

An app that allows you to choose the best gas station on your route.

13. Who will be the likely users of your product? Does your product have a large market?

Every car driver could use this product. We could widen it to electric station to also touch electric and hybrid cars. The market is then very wide and with different option subscriptions we could touch students as well as companies.

14. Does your product have a legitimate secret sauce?

The secret sauce of this idea is to offer both price and localisation infos to choose the best option. Most existing websites only offer one of those informations and makes it very time consuming for us to compare different options.