

Activity

Generate Ideas: Recycling Business Concepts

1. Spend a day searching the internet to find stories of entrepreneurs who started interesting businesses that are located in another country. Some good websites to begin with are:

<http://www.businessinsider.com/>

<http://www.entrepreneur.com/>

<http://www.google.com/>

<http://www.businessesforsale.com/>

2. As you read an article about each small business ask yourself some questions: •

What is the primary need this company appears to be trying to fill?

- Would the people in my community likely have a similar need for this type of business and could I introduce something similar locally?

If the answers are “yes” then document the business concepts below:

Name of company # 1	City, country of headquarters:	Website
Too Good To Go	Copenhagen, Denmark	toogoodtogo.com
Business concept & need being filled: Connects consumers with restaurants, bakeries, and grocery stores to rescue surplus food at discounted prices, reducing food waste and offering affordable meals.		
How I could improve this idea: Partner with local farms to include "ugly" produce in rescued food bundles. Add a subscription model for regular pickups to build customer loyalty. Integrate educational content (e.g., recipes, storage tips) to further reduce household waste.		

3. Another approach is to call a member of the family or a friend located far away and asks them if they know of any innovative or note-worthy businesses near where they live. Or if you are going to university far from home you can always just walk around town and see if there are any local businesses worth emulating back at home. Either way, write down a few notes about each idea so you can add these new business concepts to the interesting ones you learned about via the internet.

4. Repeat step 2 as you read articles or hear about other small businesses:

- What is the primary need this additional company appears to be trying to fill?
 - Would the people in my community likely have a similar need for this type of business and could I introduce something similar locally?
- If answer is “yes” then document the business concept below.

Name of company # 2 Piala Inc. (Nap Bar)	City, country of headquarters: Tokyo, Japan	Website piala-inc.com
Business concept & need being filled: Offers short-term nap pods in urban areas to address sleep deprivation and workplace burnout among professionals.		
How I could improve this idea: Add wellness services like 15-minute massages or guided meditation sessions. Partner with local employers for corporate memberships. Include a café with sleep-friendly beverages (e.g., herbal teas, no-caffeine options).		

5. Repeat this process in the spaces that follow:

Name of company # 3 Dunzo	City, country of headquarters: Bangalore, India	Website dunzo.com
Business concept & need being filled: Hyper-local delivery service for groceries, medicines, and documents, saving time for busy urban residents.		
How I could improve this idea: Integrate AI-driven route optimization for faster, eco-friendly deliveries. Offer a "priority delivery" tier for urgent requests. Collaborate with local artisans to deliver unique, region-specific products.		

Name of company # 4 Gifted Mom	City, country of headquarters: Yaoundé, Cameroon	Website giftedmom.org
Business concept & need being filled: Provides maternal health information via SMS/WhatsApp to improve healthcare access in remote areas.		
How I could improve this idea: Partner with clinics for follow-up care and vaccination reminders. Add voice-based services for users with low literacy. Include a marketplace for affordable prenatal vitamins and baby products.		

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Name of company # 5 Revolut	City, country of headquarters: London, UK	Website revolut.com
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Business concept & need being filled:

Digital banking app offering low-cost currency exchange, international transfers, and budgeting tools for global users.

How I could improve this idea:

Localize offerings with region-specific financial products (e.g., microloans in underserved areas). Add crypto staking or savings accounts with competitive interest rates. Partner with local businesses for cashback rewards to drive adoption.

6. Review the business concepts listed above and circle the top concepts that you feel are most interesting and promising.

If you'd like to generate more business ideas then you may want to try:

- Combining two of your existing ideas together to create an interesting new idea
- Analyzing an industry that is rapidly growing or that you find interesting to seek what problems people in this industry may be facing and what opportunities may exist to solve these problems
- Re doing any of the four strategies already reviewed in this packet to generate even more ideas

Home Task 1

Listing of ideas that you are interested

The key aim of this assignment is to generate at least 5 ideas that interest you. You should try to identify gaps and weaknesses in existing products/services available in the market. You can also observe your community of residence and think about key challenges or issues which your community is facing daily. After generating ideas of your interest, enlist them into the given template.

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Enlist your ideas





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How to Quickly Evaluate Ideas

After you generate a good number of new business ideas you will need to determine which ideas are most promising and which ideas to cross off.

1. For each of the best business ideas you generated, write each idea in the BUSINESS IDEA sections of the following pages (one idea per section). This will make it easier to evaluate each idea quickly. 2. In the section below, write your answers clearly and concisely to the three key questions listed about your business idea.

Too Good To Go – Connects consumers with restaurants, bakeries, and grocery stores to rescue surplus food at discounted prices, reducing food waste and offering affordable meals.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Food waste is a global issue (1.3 billion tons wasted annually), and many communities lack affordable access to surplus food. This bridges environmental and economic gaps.	10
b) Who is the target market that has this need (demographics, characteristics, etc.): Environmentally conscious consumers, budget-conscious families, and millennials/Gen Z in urban areas.	9
c) Does this idea sound interesting and exciting to me, if so, why: Combines sustainability with affordability, appealing to socially responsible entrepreneurs.	9
Total Score (a+b+c)	28

3. The rate of your answers from 1-10 in the “Rate each answer from 1-10” column on the right. An Outstanding idea with a compelling need should be rated a 10, an idea with a clearly defined target market should be rated a 10, and an incredibly interesting and exciting idea should be rated a 10. Anything less should be rated lower. A rating of 1 is the lowest rating. Most answers will likely fall in between and should be rated accordingly. So, rate each answer listed above.

4. Add your three ratings together to comprise your total score (maximum total is 30) which you should write in the shaded TOTAL SCORE section above for future comparison.

Piala Inc. (Nap Bar) – Offers short-term nap pods in urban areas to address sleep deprivation and workplace burnout among professionals.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Rising stress and burnout in fast-paced cities, with limited options for quick rest during workdays.	8
b) Who is the target market that has this need (demographics, characteristics, etc.) : Overworked professionals, freelancers, and shift workers in dense urban centers (e.g., NYC, Tokyo).	8
c) Does this idea sound interesting and exciting to me, if so, why: Innovative wellness concept, but niche appeal depending on cultural acceptance of public napping.	7
Total Score (a+b+c)	23

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Dunzo – Hyper-local delivery service for groceries, medicines, and documents, saving time for busy urban residents.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Growing demand for convenience in time-strapped societies; gaps in same-day delivery for non-e-commerce items.	9
b) Who is the target market that has this need (demographics, characteristics, etc.) : Busy professionals, students, elderly populations, and households in cities with poor logistics infrastructure.	9
c) Does this idea sound interesting and exciting to me, if so, why: Scalable model with tech integration (AI routes), but competitive market.	8
Total Score (a+b+c)	26
Gifted Mom – Provides maternal health information via SMS/WhatsApp to improve healthcare access in remote areas.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Critical lack of maternal healthcare education in low-resource regions, contributing to high mortality rates.	10
b) Who is the target market that has this need (demographics, characteristics, etc.) : Pregnant women and new mothers in rural/underserved communities, particularly in developing countries.	10

c) Does this idea sound interesting and exciting to me, if so, why: High social impact potential, aligning with global health equity goals.	10
Total Score (a+b+c)	30
Revolut – Digital banking app offering low-cost currency exchange, international transfers, and budgeting tools.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: High fees for cross-border transactions and lack of accessible financial tools for travelers/expats.	9
b) Who is the target market that has this need (demographics, characteristics, etc.) : Globally mobile millennials, digital nomads, and immigrants sending remittances.	8
c) Does this idea sound interesting and exciting to me, if so, why: Fintech is exciting, but saturated market requires differentiation.	8
Total Score (a+b+c)	25



Generating and Screening Ideas



Step 1: Expand your list if possible: As you have already developed a list of 5 ideas according to your interest. Now think about your personal interests, your desired lifestyle, your values, what you feel you are likely to do very well, and contributions you would like to make.

- Too Good To Go (Food waste reduction)
- Gifted Mom (Maternal healthcare access)
- Dunzo (Hyper-local delivery)
- Revolut (Financial inclusion)
- Piala Inc. (Workplace wellness)
- New Idea: Eco-Packaging Solutions – Partner with restaurants to replace single-use plastics with compostable materials.
- New Idea: Remote Health Monitors – Affordable wearable devices for rural communities to track vital signs and connect with doctors.



Step 2: Ask at least three people who know you well to look at your list, and revise your list to reflect any new ideas emerging from this exchange.

Person 1 (Friend):

- "Gifted Mom is impactful but may face adoption challenges in low-literacy areas. Voice-based services are critical."
- "Too Good To Go could partner with schools for educational campaigns."

Person 2 (Family Member):

- "Dunzo's delivery service is useful, but competition like Uber Eats is fierce. Focus on niche markets (e.g., elderly support)."
- "Revolut's crypto features are risky but could attract younger users."

Person 3 (Teacher):

- "Piala's nap pods need cultural acceptance. Pilot in co-working spaces first."
- "Eco-Packaging could scale quickly with government incentives for sustainability."

Revised List After Feedback:

- Gifted Mom (prioritize voice-based services).
- Too Good To Go (add school partnerships).
- Dunzo (target elderly/disabled populations).
- Eco-Packaging Solutions (seek government grants).
- Remote Health Monitors (low-cost wearables).



Step 3: Jot down insights, observations, and conclusions that have emerged about your



business ideas or your personal preferences. Which ones solve the greatest pain point/aggravation/frustration for which you (and others you have spoken with) would pay a significant premium to eliminate?

Greatest Pain Points:

- Maternal healthcare gaps (Gifted Mom): Families in remote areas would pay for reliable, life-saving information.
- Food waste & affordability (Too Good To Go): Budget-conscious households and eco-aware millennials value discounted meals.
- Elderly support (Dunzo niche): Aging populations need urgent grocery/medicine deliveries.

Lower Priority:

- Pila Inc. (nap pods): Cultural stigma around napping in public may limit demand.
- Revolut (fintech): Saturated market unless localized (e.g., microloans).

High-Premium Solutions:

- Remote Health Monitors: Chronic disease patients in rural areas would pay for real-time health tracking.
- Voice-based maternal health services: Illiterate mothers need accessible prenatal guidance.

Conclusion:

Top 3 Ideas to Pursue:

- Gifted Mom (with voice services and clinic partnerships).
- Too Good To Go (expand to farms/schools).
- Dunzo for Elderly Care (priority delivery + AI routes).

