

JUST JAM

Idea 1

Basic Info	Company Name	Bookworm
Problem Definition	What is the problem the company is solving?	<p>“Readers Rut”</p> <p>People who can’t talk about the books they read and want to find people who relate to them in some way; entertainment. One way people connect outside of Bookworm is tumblr or instagram. Tumblr is a way for people to connect online and talk about things they are interested in and what’s on their mind. Instagram is a platform where people share different aspects of their lives online through pictures and for businesses to promote their products. Bookworm would have the same general concepts but for books. Another common website is myanimelist.com which tracks which anime shows and seasons you have watched. Bookworm allows a similar tracking but for books</p>
	Who is this solving the problem for -- who’s the customer?	<ul style="list-style-type: none">- People who want to learn more about books can ask other people about the different meanings behind themes and topics, learn more about the authors, and develop a deeper understanding of how they want to see the characters and plot of a book develop.- Being a form of social media, it would be to entertain people who would like to explore literature of their taste and other people’s taste.- People who want to share opinions regarding certain different forms literature
Solution Definition	How are they solving the problem?	By giving avid readers a space to recommend books, look for popular reads, and discuss their favorite books.
	What is the business model - how are they making money?	<ul style="list-style-type: none">- ads on the website → third party cookies for collecting data and targeted websites?- The ads could target users based off of the different types of literature they are interested in or how relatable they want their content to be.<ul style="list-style-type: none">- Students could get ads targeted to different websites that get them information (not sure how this would work)

Commented [1]: Good problem definition -- it's community building around a certain topic. Are there other examples on the internet of websites that help people do this -- perhaps not for books?

Using a parallel like that might help explain the problem by giving people something to compare it to in their own heads.

Commented [2]: If you want to have ads, explain why they'd be good. What information do you have about a user that would allow you to display targeted ads? What demographics could your ads target?

		<ul style="list-style-type: none"> - potential partnership with Barnes and Noble <ul style="list-style-type: none"> - With a partnership or contract with Barnes and Noble we would be able to have a larger access to books that we could sell online. We would also be able to give our premium members access to Barnes and Noble members discounts and access to promo codes. - subscription for premium <ul style="list-style-type: none"> - If partnership with Barnes and Noble, promo codes and coupons - Authorized access to private chats - Authorized access to post pictures of their books (people can like and comment already but not post). - Add unlimited books to their profile - With a potential partnership or contract with Barnes and Noble we could sell books to people off of our site. - If it's not possible we could find a way for people to rent/buy books through our site and if they rent one they have to return in or have a late fee. We might also be able to figure out a way to rent out e-books.
Comp. Analysis	Who are some of your competitors and how do they solve this problem?	Bookcrossing Litsy LibraryThing Tumblr (maybe) Instagram
	How will you be better or worse than your competitors?	These websites have the separate components that we are going to make into one website. For example, Litsy is a place for people to share and discover books and Instagram is a place to share pictures.
Xtra Notes		Premium Features :promo code :being able to add more than 5 books save to your profile

Commented [3]: What does this mean? Explain further.

Commented [4]: I had an idea while reading this that might be cool -- what if you let users rent books from you, like a library? So they'd use your site to discover new books and talk about books, then they'd pay for a service to rent books from you too.

Idea 2

Basic Info	Company Name	Their Potential
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Problem Definition	What is the problem the company is solving?	parent's lack of college knowledge First generation students, first borns, immigrant parents, and parents that don't speak English
	Who is this solving the problem for -- who's the customer?	<ul style="list-style-type: none"> - Parents who never went to college - Parents who haven't sent a child to college - Parents with little to no college knowledge
Solution Definition	How are they solving the problem?	Through (a potential contract with CollegeBoard or PrepScholar) we can provide categorized information for regarding the SATS, ACTs, Fafsa, Common App, College applications, and student loans. Alongside this, the website would include more extra information such as colleges that are known to be rated well for a particular major. Some form of money to maintain it is made through ads on the websites. For the most part, it would be articles, infographics, diagrams, and how to's. In addition we would have a FAQ page and a forum where people can post their questions and qualified educators can answer any pressing questions they may have.
	What is the business model - how are they making money?	<ul style="list-style-type: none"> - Ads on the website <ul style="list-style-type: none"> - Affiliate Marketing - Pay per click advertising (Google AdSense) - Selling Ad Space - https://websitesetup.org/33-ways-to-monetize-website/ - Donations from mass retailers (amazon, costco, StateFarm, Walmart, Coca Cola)? - Donation page on website from visitors of the page - Government funding
Comp. Analysis	Who are some of your competitors and how do they solve this problem?	<ul style="list-style-type: none"> - PrepScholar already provides most of this information on their website; they also contain other information such as reviews on literature for students and tutoring (costs money). - In general, this information is easy to find all over the internet on different websites and platforms.
	How will you be better or worse than your competitors?	<ul style="list-style-type: none"> - A Lot of information at one place; Easy to navigate - PrepScholar has all of the information and more but not concisely organized in a menu bar in their website. The user has to search up this

Commented [5]: Would this just be a list of articles? What if people have questions -- would there be a way for people to get together and talk? If so, please elaborate on that.

Commented [6]: This isn't really a business model -- it's more of a nonprofit. If that's the route you want to go down, be more specific with the grants and donations you'd want to get. Be specific with how you'd get the donations and from who.

Commented [7]: So then how is this different?

		<p>information on PrepScholar separately instead of having it all under one menu bar.</p> <ul style="list-style-type: none">- It will have some form of translation for non-English speakers- Completely free
Xtra Notes		