

Answer the following questions in your document:

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

I think Simplify applies most to Shyp because it's something anyone can do with ease and is not hard to understand.

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

I think "me too" applies to Curofy because it takes on the idea of linkedin but for doctors

Use [Product Hunt](#) to find a relatively new startup and respond to the following about it:

- Describe the idea.

Yolo is an AI detection software that detects objects in real time

Describe the type(s) of ideas that apply to it.

Virtualize: It moves traditional camera monitoring to the cloud-based AI space, leveraging existing camera infrastructure with new AI technology

Simplify:

It makes complex video analytics accessible to any business owner without requiring technical expertise

Is the idea a painkiller or a vitamin? That is, does the idea address users' needs or emotions? Why?

I think the idea is a painkiller. Before YOLO, object detection was much slower and more complex, requiring multiple passes through images. YOLO's single-pass approach solves real performance bottlenecks in computer vision applications.

- Is the idea easy to monetize?

I don't think its easy to monetize as yolo is open source software

- Is the idea simple and easy to describe?

Yes, I think the AI software that instantly recognizes objects in video" is immediately understandable to both technical and non-technical audiences. The concept is straightforward and the benefits are clear

- Is the idea personally relevant? Are you or is someone close to you connected to the idea or the related problem?

I don't personally use object detection myself but I think its useful for applications like photo tagging.

- Does the idea have a large market?

I think it does in surveillance manufacturing, and consumer tech.

- Does the idea have a legitimate secret sauce?

Yes because it relies on its real time processing speed, it makes it faster than traditional detection methods.

A. Brainstorming

Answer the following questions in your document:

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

- Netflix scrolling
- Browsing time
- Indecisiveness
- Boring movie suggestions

2. Brainstorm ways to solve the problems. Include all the solutions you came up with in your document.

Reducing of Netflix scrolling can be attacked by typing in key words in the search bar, this search bar then retrieves what the user is describing ex: 90s, Peppy, iconic: Movie Clueless

Browsing time can be cut down to suggested keywords that the user has looked up before and recommend them something they might be interested in based off their previous searches

Netflix scrolling can be solved with key words that can be put into the search bar

3. 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 picked this idea because I feel like it could be useful to people that have a versatile taste in film/entertainment. It can be hard to find a show or a movie to enjoy but with my product I hope to lesson the problem

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

There is no official idea that is out like this on the market, but systems used for recommendations exist and are applied to entertainment providers.

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

Industries like film, and entertainment would benefit from my product.

B. Product Proposal

Answer the following questions in your document:

1. Describe the product you have come up with and the type(s) of ideas that apply to it.

My product is a search engine specifically made for films and tv shows. The goal is to target a demographic that is looking for something new in movies or in tv shows. This search engine will pull movies/tv shows based off of the users keywords. This product would target the Idea type "Simplify" as I'm trying to lessen browsing scrolling time for users.

2. How is your product personally relevant to you? Are you or is someone close to you connected to the idea or the related problem?

I've spent countless minutes on netflix/hulu looking for something that interests me but would never have any luck finding would I presume to be good. I've had the idea in my mind for some time now and would like to see what a digital version of this would look like

3. What problem will your product solve?

I believe my problem would solve endless browsing done by users

What type of website will your product be? (i.e., blog, business, brochure, etc.)

Entertainment/search engine focused.

4. Is your product a painkiller or a vitamin? That is, does it address users' needs or emotions? Why?

I think it's definitely a painkiller as I believe users won't waste time looking for shows they will probably never watch. It makes the process for looking through movies a lot easier and more filtered.

5. Is your product easy to monetize?

I think it would be if it was acquired by a bigger entertainment companies

6. Is your product simple and easy to describe?

I believe so, it's not a crazy idea and most people relate to the problem behind my product.

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

My demographic is for people who like to engage in watching movies and tv shows. This demographic is pretty huge, as many people have entertainment subscriptions

8. Does your product have a legitimate secret sauce?

I believe my product distinguishes itself from other products and is in the position of having a secret sauce. Many people including myself are always looking for new media to engage in.

