

## Business Idea Types

1. **Which type of ideas do you think apply to Shyp? Why?** I believe it is simplify as it simplifies how people can send things to anywhere in the world. Instead of having to go to a post office or send it in the mail, shyp simplifies the process then does all the heavy lifting itself like finding the lowest cost and most reliable way to send the package minimizing the work needed to be done by the user.
2. **Which type of ideas do you think apply to Curofy? Why?** I believe it is virtualize as it takes the in person connecting, networking, and talking and moved it to a virtual platform allowing for medical professionals to connect with one another like never before. Where as before, distance would keep people appart, people can now connect, talk, and share news online regardless of location.

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

1. **Describe the idea.** Startvest is a platform that helps people gain financial literacy meaning it helps them understand their financials and money better. It is broken down into lessons and plans that are interactive, beginner friendly and can be done anywhere. The lessons are structured as games making it a fun, challenging, rewarding way to learn.
2. **Describe the type(s) of ideas that apply to it.** Virtualization, takes learning from a traditional classroom and moves it online. Simplify, simplifies learning about financials by breaking it down into small lesson that are easy to follow instead of having to do your own research.
3. **Is the idea a painkiller or a vitamin? That is, does the idea address users' needs or emotions? Why?** It addresses the users wants to become more financially literate to better understand how to spend money wisely so by being something nice to have, it would be a vitamin as it is not need to have.
4. **Is the idea easy to monetize?** Yes as it has tiered payment plans with different benefits for each tier (free, pro, and ultimate)
5. **Is the idea simple and easy to describe?** Yes it can be nicely summarized on their landing page as “The smarter, gamified way to master money — one challenge at a time.”
6. **Is the idea personally relevant? Are you or is someone close to you connected to the idea or the related problem?** I personally find this an interesting matter as I have never had formal education on money skills or personal finance but it is something so vital to our way of life that these are critical skills everyone should have. This is definitely something I would try and/or recommend to others especially around college/highschool age when this starts becoming relevant.
7. **Does the idea have a large market?** I would say yes as it is used in 15 different countries, there are hundreds of members active in their community and it is something that is important to most people meaning it is highly relevant to a large part of the population.
8. **Does the idea have a legitimate secret sauce?** While the idea of an education in financial literacy is not novel, the fact that it's gamified learning based on challenges, is unique to the product leading to that being its secret sauce.

## Brainstorming

**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.**

- Managing a garden with the problem of what to grow, when to start seeds, when to transplant outside, what the best care for each plant, trying to visualize a garden layout and what to plant where and next to what.
- For training dogs, not everyone can afford to go to training classes or has time everyweek. Online advice is all over the plae with a million different resources that arn't consolidated.
- Skincare advice is often generic and not catered to the individual, people have problems of knowing what are the best products, which are budget friendly, tracking progress, etc.
- An app for helping with budgeting/financial management. There are lots of apps out there and every bank has their own but the problem is there are too many, the information needs to be in one place.
- Having problems with what to make for dinner each night along with the problem of going to make something but not having the ingredients

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

- Garden app that offers a virtual garden space to plan out a garden, gives a calender of what to plant when, care guidelines for each plant, etc
- A dog training app with personalization of the training to the dog and goals, suggesting resources and allowing for progress to be tracked
- A app that builds a skincare routine based on user input, can track changes by photos and notes, recommends products or helps find budget friendly alternatives.
- An app that tracks spending, consolidates information from accounts, has a spender analysis and vizualization functionality, along with offering budgeting tips
- A meal planning app that suggest meals based on what is in the pantry or can make a grocery list based on what the plan for the week's meals are.

**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 will do the gardening app as that is something that is personally relevant for me and something I am passionate about.

**4. Is your idea a new one or has it existed before?** It is not a new idea and I have tried using other apps similar to this before but there are often bugs in them and I have found them to not be what I am looking for, so I will be taking the faults from the aps and making my own with the improvements.

**5. What industry would your idea be useful in? Why? (i.e., advertising, apparel, arts, automotive, cosmetics, education, entertainment, food, etc.)** It is in the home and garden industry as it can be used for sustainable living, homeowners with garden space, homesteaders, or people who do it as a hobby. It could also be used in education to teach more about agriculture and gardening.

## Product Proposal

- 1. Describe the product you have come up with and the type(s) of ideas that apply to it.** Garden app that offers a visual virtual garden space to plan out a garden (can change the size, shape, etc), has smart planning meaning it can suggest the best garden space layout based on space and crops, gives a calender of what to plant when, if a plant should be started inside or outside, care guidelines for each plant, a tasks lists that can be checked off, a section to record notes like a journal to look back on in the coming years. This is simplicity as I am taking the complex idea of managing a garden and all is components that is done over 6+ months, and simplifying it for the users by centralizing the information and making garden planning and maintenance easier.
- 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?** This is relevant to me as I have struggled with timing and planting my garden in the past and doing hours of research, having the information outlined for me and having everything set as tasks would be an immense help. My family is also gardeners and I know other people who struggle with this as well.
- 3. What problem will your product solve?** This will solve the problem of knowing what to plant when, understanding the specific needs of each plant, and keeing track of all the things that need to be done to maintain a garden.
- 4. What type of website will your product be? (i.e., blog, business, brochure, etc.)** It will be a web application/app making it a functional platform for a user to interact with.
- 5. Is your product a painkiller or a vitamin? That is, does it address users' needs or emotions? Why?** This is a vitamin as it is not a need but rather something nice to have. It doesnt solve an essential problem but rather makes gardening easier for a user.
- 6. Is your product easy to monetize?** Yes it can have tiers or lifetime access to all features based on user login
- 7. Is your product simple and easy to describe?** Yes, it is an app that simplifies and educates people on gardening by visualizing garden layouts, offering personalized calendars, and care guides in one tool at the palm of your hand.
- 8. Who will be the likely users of your product? Does your product have a large market?** Users can be homesteaders, home gardeners, urban growers, or anyone that wants to grow plants regardless of the space. While not as large as other markets, many people engage in gardening meaning there is definitely a large intrest
- 9. Does your product have a legitimate secret sauce?** The secret sauce would be how beginner friendly it is along with the use of smart tools along with being an all in one tool negating the need for outside sources.