

A. Business Idea Types

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

- **Me too** because it's similar to something like amazon but focused on major cities in the us
- **virtualize** because it leverages existing tech like cellphones.

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

- **Remix** because it combines different things like communication, news and collaboration.
- **Me too** because its similar to linkedin but only for doctors

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

- Describe the idea. "Katalog"
 - Save your articles for later and have them narrated by AI. You can ask questions, take notes, or highlight important points using your voice.
- Describe the type(s) of ideas that apply to it.
 - **virtualize** because it uses existing technology like AI and cell phones.
 - **Me too** because its similar to something like audible but for articles
- Is the idea a painkiller or a vitamin? That is, does the idea address users' needs or emotions? Why?
 - It's a vitamin because it's nice to have a read it later app for audio listeners, with optimized audio narration.
- Is the idea easy to monetize?
 - Yes, they can add a subscription fee
- Is the idea simple and easy to describe?
 - Yes, it's simple to describe. Their tagline is talk to your reading list. Which I think really explains it well.

- Is the idea personally relevant? Are you or is someone close to you connected to the idea or the related problem?
 - No, not connected to the idea in any way.
- Does the idea have a large market?
 - I think it could have a large market because of how successful something like audible is and it's also interactive.
- Does the idea have a legitimate secret sauce?
 - Yes, the AI optimized reading and the ability to interact with it with your voice.

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.
 - It's hard to keep track of the many subscriptions that you may have in a month
 - There are so many different streaming platforms that it's hard to know where to watch a show or movie
 - People tend to forget their car maintenance
 - It's easy to lose track of reading goals and watched shows or movies
 - Sports fans have a hard time tracking multiple sports and the games that they can't watch
2. Brainstorm ways to solve the problems. Include all the solutions you came up with in your document.
 - A subscription tracker website
 - Something like a universal search database that tell you where and when a movie or show is available
 - A car maintenance tracker with reminders and suggestions of upcoming services and tracks past ones
 - A website to track books read, shows/movies watched, progress
 - A website with multiple different sports games and live scores of your choice
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?
 - A website to track books read, shows/movies watched, progress and goals

- I picked this because I tend to lose track of what i am reading or watching , so this would be personally useful.
4. Is your idea a new one or has it existed before?
 - This idea has existed (Trakt), but I will try to implement my own version by adding book tracking.
 5. What industry would your idea be useful in? Why? (i.e., advertising, apparel, arts, automotive, cosmetics, education, entertainment, food, etc.)
 - It would be really useful in the entertainment industry because it would help manage and track different media that you enjoy.

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.
 - A website to track books read, shows/movies watched, progress. Also, you can check where a show/movie is available and other options.
 - Idea types:
 - **simplify** because it simplifies managing media usages.
 - **Me too** because this product already exist but adding the book tracking as well
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 like this product because I also have trouble tracking what I am reading, have watched, want to watch etc. So creating something like this will also be useful to me too.
3. What problem will your product solve?
 - A website to help users track books read, shows/movies watched, progress and goals
4. What type of website will your product be? (i.e., blog, business, brochure, etc.)
 - My product will be a media/entertainment website.
5. Is your product a painkiller or a vitamin? That is, does it address users' needs or emotions? Why?

- My product is a painkiller because it addresses the need of tracking media consumption and progress.

6. Is your product easy to monetize?

- Yes it is because I can add subscriptions to unlock more advanced features.

7. Is your product simple and easy to describe?

- Yes, it's easy to describe. Discover, track your shows/movies and books.

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

- The user will be people who enjoy watching shows/movies reading but don't have a lot of time or have trouble keeping track of it

9. Does your product have a legitimate secret sauce?

- Combining books with shows/movies, gives users one platform for multiple media tracking needs.