

# **Idea Journal**

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## **Idea One**

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### **Description**

Do you have a hobby? Have you ever struggled to find others who are interested in your hobby? Have you ever wondered where you can learn about your hobby or buy equipment to get started? A market research company named Aytm (2016) reported that only 20% of respondents said that they don't have a hobby. Most people have a hobby and I think there is a market for a platform that allows users to share information about their current projects, meet others who share their interest, or post ads for buying or selling their equipment. There are places that address these needs, but not all in one place. You may find forums for your particular hobby, or be able to list your equipment for sale on Craigslist or Facebook Marketplace. Facebook also has groups which may be related to a hobby, but there is no platform dedicated to just hobbies and many different hobbies.

In class, it was mentioned that ideas can come from hobbies and we also talked about makerspaces. I think it is important to have hobbies, so I thought about what the barriers are to pursuing a hobby. The first one that came to my mind was borrowing expensive equipment, but makerspaces address this issue already. I thought about how sometimes when learning about a new hobby or working on a project, you can get stuck and finding somebody who could help you solve that problem can be challenging. I also thought that finding people to do your hobby with can be challenging too. I think there is a market for a platform which can address all of these pain points in one place. Facebook

largely solves two of these problems: buying and selling equipment and finding groups of like-minded people. My proposed platform has the advantage that groups are dedicated to hobbies and hobbies only, and it also encourages sharing of projects, questions, and knowledge which typically Facebook groups don't do.

This idea appeals to me because I like to tinker with electronic components, circuits, and programming their control modules such as with Arduino or Raspberry Pi computers. I often need to scour the web to figure out how to do a specific thing or find a particular part that I need. It would be great if I could showcase my projects, ask questions, and find parts all in one place. I'm also interested in silviculture, and although I've learned some about it, I generally don't know where to start. It would be great if I could find others interested in silviculture as a hobby to point me in the direction of some good resources.

## **VPMF**

### *Money-Making*

I'll start with money-making so that I can introduce a business model that I think might work for this platform. I think a viable business model would be one where the users are the product. In other words, targeted advertisements to the platform's users will pay for the development and maintenance costs of the platform. Maybe there could be a subscription fee for businesses to become users of the platform as well, so that they can further engage with the community and hobbyists can be easily routed to their products.

### *Value*

Value is brought to people with hobbies because they will have lower barriers for starting a new hobby or gaining experience in an existing one. Rather than having to search multiple platforms to meet their needs, they can engage with one platform. The more users that engage with the platform, the easier it will be for users to find what they are looking for. Value is also brought to businesses who engage with the platform or use it as an advertisement space because they can advertise their products to consumers who already have an interest in that type of product.

### *Problem-Solving*

The platform addresses the problem that people with hobbies may have trouble finding the necessary information, tools or people to pursue their hobby. The platform aims to bring people with similar hobbies together. The platform also helps solve businesses' problem of finding a good space for advertising and gaining new customers.

### *Fit*

One reason this idea is a good fit for me is because I'm passionate about having hobbies and I'm a computer science student with some web development experience. One reason that it is not a good fit for me (right now) is that I don't have much capital. As with most software ventures, there is a large expenditure in the developments phase and only once the application is running is revenue generated. Without investors, it would be

challenging to complete the project. One thing I could do is start work on the application in my spare time (as a hobby!), while working full time and saving money to later invest in the project.

## References

Aytm. (2016, January 12). *Hobbies Survey: Most Have Made Hobbies Related Purchases*.

<https://aytm.com/post/hobbies->

[survey#:~:text=24%25%20said%20they%20just%20have,can%20also%20be%20time%20consuming.](https://aytm.com/post/hobbies-survey#:~:text=24%25%20said%20they%20just%20have,can%20also%20be%20time%20consuming.)