Target Market and Services to Offer

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Ideas that have been rolling around in my head for the past few weeks/months/years even

Targeting – Initial Offerings

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o (Early stage) Startups

Seems like early stage startups are more likely to be able to use generalists

"First consultation free"

o Small businesses

"Small projects for small businesses"

Services - Initial Offerings

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Currently feel qualified to offer:

o General free-lancing: LAMP, PHP, Linux, CMSes, Java, Python

No project too small (smaller projects preferred)

→ Need freelancing tips – specific steps and techniques, please!

o De-mystify technology and jargon

o CMS selection

o Training

o Documentation

Services - Possible Future Offerings – Broad Market

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Maybe apply for business loan for initial funding for some of these?

o Device Detection in LAMP CMSes (e.g., targeting ads) – work already done!

o Device Detection in other stacks (MEAN, Java, Python) – would love to do this!

o GROJA/seeourminds.com

Upgrade site

Monetization: everyone wants to hook up

o Articles on site explaining this (end users)

o Whitepaper/ebook to describe background and lend authenticity (investors)

Watch app

IoT component - neopixels

o Simple watch apps (e.g., background)

Think this would be easy, but

Would need some sort of loan to buy watch(es?)

o Research IoT Ideas

o Forecast need: galvanize(-type) IoT instructor

How would one qualify for this?

Surely an advanced degree and mucho experience are needed (check!)

Questions

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Q.1. Do any of these seem feasible?

Q.2. How to prioritize?

Q.3. Will it turn people off if I offer too many services?

A generalist who is willing to do short projects of most any nature:

- this seems to me like it could be a thing I could do, and enjoy doing.

Q.4. How to pursue freelancing?

Q.5. How to update web presence?

Freemium Offer Ideas

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o Free: 1 hour meeting to discuss your situation

o E-books: there is a separate file for these

More Startup Idea(s)

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Are any of these ideas feasible?

1. Kitty cat door (Sammy's idea) - using facial recognition

2.