SCINTILLA

THE ULTIMATE GUIDE TO GENERATING

BUSINESS IDEAS, PRODUCTS, AND SERVICES

Extras

ROBERT GAINES

Idea Prompts

Writers use books of prompts to generate stories or plots. Their use predates the invention of the ballpoint pen. Prompts can range from simple questions or phrases to detailed scenarios. They might include "What if" scenarios, character descriptions, setting ideas, or thematic questions. Entrepreneur can adapt the writer's version to serve business purposes.

Thinking through the process, for each list below, is the point. Grab a paper and pen to write your ideas. Move to the next one when you hit the creative wall. Then, start back at the top, and try to more to each one.

Crowdfunding:
Exercise: Identify a niche or problem that resonates with a specific community. Create a crowdfunding campaign for a solution or product that addresses this niche, encouraging reader participation in the campaign design.

Subscription-Based Models:
Exercise: Explore daily routines and habits. Design a subscription service that simplifies or enhances an aspect of users' daily lives, emphasizing convenience or value addition.

Platform Business:

Exercise: Analyze industries with fragmented services. Develop a platform that brings together various providers to offer a centralized, streamlined experience for users.

Green and Sustainable Business:
Exercise: Investigate areas where environmental sustainability can be improved. Design a business model that promotes eco-friendly practices and solutions. Look at the entire chain from acquisition of the raw materials all the way through to transformation to the finished product. This will include packaging and even how it is delivered.
Collaborative Consumption:
Exercise: Evaluate possessions and resources that people may be willing to share. Create a business concept that facilitates collaborative consumption, optimizing the use of assets.

Personalization:
Exercise: Explore industries where personalized experiences are valued. Develop a business idea that customizes products or services to suit individual preferences.

Blockchain and Decentralization:
Exercise: Identify industries with centralized processes. Devise a business model that leverages blockchain or decentralization to enhance transparency, security, or efficiency.

Artificial Intelligence (AI) Integration:
Exercise: Examine tasks or processes that can be optimized with AI. Develop a business concept that incorporates AI to improve productivity, decision-making, or customer experiences.

E-commerce Innovations:
Exercise: Study existing e-commerce models. Propose a unique approach or innovation in the online shopping experience such as gamification, augmented reality, or social commerce.

Health and Wellness Tech:

Exercise: Investigate health and wellness trends. Create a business idea that utilizes technology to promote physical or mental well-being, addressing current lifestyle challenges.

www.freetimemastermind.com/scintilla

SCINTILLA

THE ULTIMATE GUIDE TO GENERATING BUSINESS IDEAS, PRODUCTS, AND SERVICES

How do you come up with a business idea from scratch? Scintilla answers that question. Are you a business owners looking to add exciting products to your lineup, let Scintilla help. Want to break away from a dull job and start your own venture, read Scintilla. Whether you want a storefront or travel the world as a digital nomad, you need a good idea to get started. If you are already employed at an innovative company, you'll learn to become an indispensable intrapreneur with Scintilla.

Even if you don't consider yourself creative, the practical steps presented here will lead you to discoveries. There are also great data-driven tips for you to extract ideas that are already publicly available. You'll learn new ways to uncover ideas just by understanding how to analyze what is already on the market. You can also use Scintilla to master creating the perfect environment to generate breakthroughs.

Scintilla is more than a book, it is a community, join us and make something great!

About The Author

Robert Gaines is a US Army veteran and entrepreneur with a degree in Business Management from the University of Louisville. Robert is the host of the Free Time Mastermind podcast, featuring interview-style content for entrepreneurs. He is also the curator of the Free Time Mastermind Group, where business professionals assist one another in their pursuit of success. Visit www.freetimemastermind.com for information on bookings, bonus material, interviews, and more.