

# 1. Matching Platform for Beauty Services at Home



An application based on a beauty service delivered at home. It would include nails, make-up and hair brushing. This idea emerged from the observation of women chronic procrastination virus to book by phone or even worse, go to the esthetic center, to enjoy beauty services. Thereby, instead of going to the esthetic center, stay home and the esthetician comes to your place just by a few “clicks” on your Smartphone.

Criteria	Note	Observation
Global Market	4	Global but local customization
Scalable Product	2	There is no economies of scale
Innovative Idea	3	Is not that innovative - put some features that will make it innovative
Disruption Potential	2	
Viral Coefficient	5	Strong Network Externalities
Bootstrapping	5	Just the platform
Leveraging Mobility	5	Online Platform
Leveraging Internet	5	App, you can search anywhere
Doable by your team	4	

## 2. Matching Platform for Language courses



A web intuitive platform specially designed for international tandem language learning which main goal is to facilitate and maximize opportunities of international language exchange. Basically, two people match each other, form a tandem and thereby, exchange their language skills to improve gradually. Ideally, each member is a native speaker in the language the tandem partner wants to learn. Wherever you are in

the world, at any time, you give and receive a feedback to or from a native speaker. Hence it's helpful and fun to get fluent in the language of your choice.

Criteria	Note	Observation
Global Market	4	Global with local customization
Scalable Product	2	No economies of scale
Innovative Idea	3	Is not that innovative - put some features that will make it innovative
Disruption Potential	2	
Viral Coefficient	5	Strong Network Externalities
Bootstrapping	5	Just the platform
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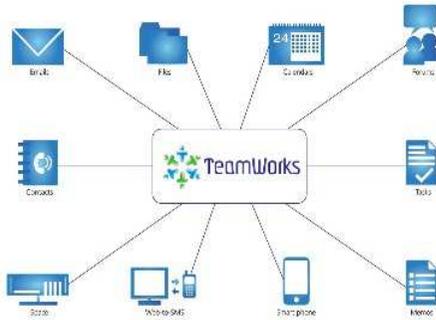
### 3. Matching Platform for last minute cultural events tickets



A platform (app & website) designed to purchase and sale tickets for cultural events everywhere in the world, at the last minute and at a discount price. Basically, it's a web-marketplace where you can exchange cultural events tickets such as concerts, ballets, operas and musicals entrance tickets. Culture and art only a click away!

Criteria	Note	Observation
Global Market	4	Global with local customization
Scalable Product	2	No economies of scale
Innovative Idea	3	Not that innovative- Need to put some features that will make it innovative
Disruption Potential	2	
Viral Coefficient	5	Strong Network Externalities
Bootstrapping	5	The main cost will be the platform
Leveraging Mobility	5	Online Platform
Leveraging Internet	5	App, you can search anywhere
Doable by your team	1	Possibility of legal issues

## 4. Platform for team works



A platform developed with a user friendly, tailored interface for University's team works capable of reducing the time consumed and maximize the efficiency in group's communication. This smart platform might incorporate social networking tools and a wide cloud for secure files shared.

Criteria	Note	Observation
Global Market	5	Student across the world (alternative to Google Drive)
Scalable Product	3	Fixed costs don't change if you have more users
Innovative Idea	2	It already exists, it just combines the various tools in a different and not convenient way
Disruption Potential	3	This specific value proposition of Dropox and Facebook will be dismantled
Viral Coefficient	5	Strong Network Externalities
Bootstrapping	4	Just the platform
Leveraging Mobility	5	Online Platform
Leveraging Internet	5	We can leverage with an App
Doable by your team	3	Cloud may be an issue

## 5. App summarizing bills



This new concept is merely based on a daily and recurrent problem: our mailbox is full of bills (phone, rent, internet, fees tuition, online orders). To pay them, we have to spend too many time switching from a website to another and log-in on a millions of different websites. We would like to make it easier and less time-consuming. A fresh idea would be to create an app where regular payments and monthly bills are summarized

with date and amount and where you can pay directly via your Smartphone.

Criteria	Note	Observation
Global Market	3	Local adaptations might be strong
Scalable Product	3	Fixed costs don't change if you have more users
Innovative Idea	4	It doesn't exist
Disruption Potential	4	It will change the way we pay bills
Viral Coefficient	3	word of mouth, can show app to friends at the exact moment
Bootstrapping	2	Security datas protection might be costful
Leveraging Mobility	5	
Leveraging Internet	5	
Doable by your team	1	Security issues, talking with partners (banks and companies), time constraint

## 6. Food Truck



The idea is to transform a truck into a mobile fast and healthy food place. It already exists mainly for hamburgers and sandwiches, but now more and more gastronomy chiefs are trying to experience the concept. The trucks are mobile, so they can move to strategic business places each day of the week at lunch time. This way, they can reach their target located in different places. We can imagine an application to find information about the time, place, and daily menu.

Criteria	Note	Observation
Global Market	4	On the long-run, it can be implemented in several countries and places
Scalable Product	2	Economies of scale only on the local market
Innovative Idea	2	It already exists in the United States and starts to be implemented in capitals of Europe.
Disruption Potential	2	The other food places will still attract customers
Viral Coefficient	5	A lot of word of mouth
Bootstrapping	2	The acquisition of the truck and the wage of the chief is an investment
Leveraging Mobility	3	There would be an application to know where the truck is located each day
Leveraging Internet	4	There would be an application to know where the truck is located each day
Doable by your team	4	It doesn't require specific skills and it is quite easy to settle

## 7. Insects Food



More and more people in the world are surfing on the wave of considering insects as food. Even if now Gastronomy chiefs include them in their menus, people are still reluctant to eat insects. They have great nutritional properties and are a source of proteins. We thought that we could create nutritional bars made of insects, which would be another source of usual protein, and the consumers wouldn't have to visually be shocked.

Criteria	Note	Observation
Global Market	3	Cultural Barriers but the meat consumption challenge is worldwide
Scalable Product	4	It's a product - economies of scale
Innovative Idea	4	Insects protein bars don't exist
Disruption Potential	2	It won't stop the normal diet
Viral Coefficient	4	If your friends start doing it, just for fun you can try
Bootstrapping	2	Shipping, product development, marketing, quality issues...
Leveraging Mobility	2	It would be sold in special shops (organic)
Leveraging Internet	1	There might be an informative website
Doable by your team	1	Complicated to settle this project

## 8. Restaurant Delivery Platform



People often get too lazy to cook and think about ordering some food, but it is always the same kind of food: pizzas, burgers, etc. We could create a service available through a website and an application, which would develop partnerships with restaurants of the city in order to deliver their food.

Criteria	Note	Observation
Global Market	4	Global but localized
Scalable Product	2	
Innovative Idea	2	Already exists
Disruption Potential	2	It won't change the industry, but it change the way you search for things
Viral Coefficient	5	You usually order food with other people, and internet strategy
Bootstrapping	4	There are high transportation costs
Leveraging Mobility	5	
Leveraging Internet	5	
Doable by your team	3	Partnerships(time consuming)+transportation

## 9. Taxi Application



Since every place is not as full of taxis as New York city, we often have to walk to some place where we could find one. The idea would be to create an application available to everyone who would like to order a taxi from anywhere in the city. He could also plan his way, and budget the amount of the taxi fee.

Criteria	Note	Observation
Global Market	3	It depends on the city - some have many, some don't + partnerships + legislation
Scalable Product	2	
Innovative Idea	2	Already exists
Disruption Potential	3	
Viral Coefficient	5	
Bootstrapping	3	
Leveraging Mobility	5	
Leveraging Internet	5	
Doable by your team	3	Depends in which capital

## 10. Customizing T-Shirt Website



This website would enable fashion addicts to choose different shapes and colors of t-shirts. Then, they will be able to choose different shirts or designs realized by designers.

Criteria	Note	Observation
Global Market	4	International website
Scalable Product	3	T-shirts have economies of scale but stamps don't
Innovative Idea	3	The designs on the t-shirts will be innovative
Disruption Potential	1	Low disruptive potential on the fashion market
Viral Coefficient	4	Mouth-to-mouth and internet strategy
Bootstrapping	4	
Leveraging Mobility	5	
Leveraging Internet	5	
Doable by your team	3	A lot of these websites already exist, the difficulty is the partnerships with the designers