Idea Bank (Spring 2013)

CM Hsieh  
(a) Advertising on toilet paper. There is very little advertising found in public bathrooms, where people are often “captive audiences”. Advertisers can be charged for getting their advertising on toilet paper, which is sent to public venues and building facilities for free.  
(b) <http://www.entrepreneur.com/article/225217>

A. Tomas Kamphuis

The venture is called RoommateFit and was founded by Justin Mares, a student at the University of Pittsburgh. He worked together with a psychologist to create an online questionnaire to find the perfect roommate. The format is comparable to a dating site that helps you finding the ideal partner based on character traits and interest. The target group for this website is obviously students. It can be hard to find a nice roommate and people can act differently during a first meeting in order to give a good impression. Roommatefit gives both parties a good chance to get to know each other thoroughly. It also saves a lot of time looking for the perfect fit. Universities licence the software at a fee of $2 to $3 per student.

B <http://www.entrepreneur.com/article/224297>

A. Sheryl S. Sidhu

This student entrepeneurship venture is called Uptown Cheapskate, Chelsea Sloan and her brother started this store in the States, because they saw a need for a store that provided teenagers and 20-somethings a place to go to sell their slightly used fashion items and buy those of others. Stores like these already existed but did not had these nice run-of-the-mill thrift shop experience.  
Money is earned by selling used clothes with a profit.

B. <http://upstart.bizjournals.com/entrepreneurs/hot-shots/2012/11/17/chelsea-sloan-becomes-first-female.html?page=all>

*Justian Driessen* [February 4, 2013 at 5:24 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-7)

(a) Everyday one live cheap ticket deal to an outside Europe destination. There are a lot of websites who sell airplane tickets or try to find the cheapest tickets on the web, but there is not one who make a new deal by themselfs. Paperflies has got a partnership with 15 airplane companies.  
Inside Europe there are a lot of cheap tickets available on the web, this student venture tries to make cheap flying to destinations outside Europe. It enables airplane companies to fill their empty seats and consumers benefit with large discounts. Paperflies get’s a commission on this deal. This idea works very well in markets where attendance numbers (airplane and cinema seats for example) can be unpredictable.  
(b) <http://www.travelnext.nl/startup-paperflies-elke-24-uur-een-nieuwe-vliegticket-deal.html>

Bradley Prince

(A) An online group management site. The need in this idea is that there is a need to manage a group of friends, family or students easily and quickly. You want to share photo’s, events or cash in contribution with out any hassle, this site allows you to do all this. It allows you to manage your group with the comfort of being simple and easy to use and also being online so that everybody can access it. There are many different option for managing a group on the site.  
The way they make money is by offering different packages for different purposes, e.g. you have a free version, one for small groups, power users and large organizations. The different packages come at different costs per month, from free to 75euros. They, most probably, also sell advertising space on the site.

(B)http://www.sbs.ox.ac.uk/newsandevents/news/Pages/groupspaces.aspx

Bo Rettich

(A) The company is called Granny’s Finest and is set up to connect young designers with old ladies who master the skill of knitting. Thereby solving the problem of the loneliness of the old and finding an cheap and giving the young some experience in their field of work. The idea was launched by one man and I reckon a similar idea could be done in other lines of work (e.g. arts and crafts). Money is made through sales of the knitted products by the granny via a web shop and concept store.

(B) <http://www.grannysfinest.com> (They make really cool gifts as well)

Anne de Lange

A. The two business men, Jason Lucash and Mike Szymczak thought that the audiospeakers, that they carried with them when they were on businesstrips were too heavy and they searched for speakers with less weight. First they tried to make speakers in chinese-food takeout boxes, but that didn’t work, later they tried to make speakers with other reclycled materials in oregami. They found out that it worked and the product OrigAudio was born. The OrigAudio speakers are speakers that are fully made of recycled material and are very flat. It is a combination of oregami and speakers. With the OrigAudio you can listen to your music without lugging with heavy speakers.  
Lucash and Szymczak make their money by making the speakers very cheap, with reclycled materials and sell them online.

<http://www.entrepreneur.com/article/225215>

[*Maurits Verwoerd*](http://headboy.org/drybath/) [February 5, 2013 at 2:13 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-15)

A young fellow from Cape Town (sa) came up with the idea of taking a dry bath. Loads of people around the world don’t have access to clean water, and because of that many of these people suffer bacterial diseases which eventually may be fatal. The dry bath is a skin lotion, one satchel of 20 ml equals one bath. They made small satchels on purpose because most of these poor souls can’t afford to buy a bottle at once. They sell their product to corporate clients who have need for it, and for every unit they’ve purchased they donate one free satchel to charity. The product is used by people who don’t have access to water as well as to people who do.

Sanne Veefkind

Alejandro Velez & Nikhil Arora created “Back to the roots”. They grow mushrooms on otherwise coffee ground waste. With this idea, they’ve found a solution for the lack of purpose of the coffee ground waste, which would otherwise be unused. They make their money by selling boxes with the coffee waste and mushroom spawn, so people who buy the boxes can grow their own mushrooms. More recently, they have also started selling self-cleaning fish tanks that grow food as well, by using the fish waste as fertilizer.  
<http://www.bttrventures.com/>

Bob Vonk

A  
Old Bond, reinventing the wheel, is a student start-up that won the audience price at the grand final of the ESS.  
The basic concept show in the short intro film is that they have developed a wheel which displays commercials and counter acts the speed from the rotation of the wheel so it looks like a “lightened” poster. Also moving advertisement is possible.  
They created another way of commercial space instead on billboards or taxi’s.  
Money is made by selling commercial “time”

B  
<http://europeanstudentstartups.com/Old%20Bond%20-%20Executive%20Summary.pdf>  
<http://www.oldbond.co.uk>

[*Eline van Dijk*](http://hottug.nl/hottug_en.htm) [February 5, 2013 at 3:37 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-21)

The Dutch design compagnie Supergoed, owned bij Frank de Bruijn, came up with a combination of boat and a hot tub calles the HotTug. The HotTug is a wood-fired hot tub that you can sail and a tug boat in which you can soak in a warm bath. When the tug is filled, there is only a narrow rim between you and the water, making you feel at one with your surroundings. The HotTug The HotTug is very expensive, but you can also rent it for a day or just for a few hours when throwing a party. That’s how they make most of their money. The tug fits about six to eight people. I find it pretty cool!!

Website: <http://hottug.nl/hottug_en.htm>

*Maxime van de Groep* [February 5, 2013 at 4:16 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-29)

A. Alexandra Abraham, a student at Seattle University, was annoyed by slippery floors in restaurants caused by freshly washed racks of dishes. She asked her boss to install a basin to catch the drips but her boss told her that such a thing did actually not exist. Because of this she designed her own plastic tray called a ‘DripCatch’ to put on the racks that go inside industrial dishwashers. In this way she, and other people around her, would not be bothered by slippery floors anymore. Money is made by selling the trays to restaurants in the United States.  
B. <http://www.dripcatch.com/>

*Marc Habermehl* [February 5, 2013 at 5:41 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-38)

Fikay Sustainable Fashion  
(A) While teaching in India and traveling through Cambodia this young entrepreneur saw similar problems. He noticed a failure of the educational system in both countries and discovered there were a lot of unused talented artisans. Combining his two passions, humanitarianism and fashion, he came with the following idea. Handmade, unique and celebrity endorsed fashion items made out of recycled matters in Cambodia. The manufacturers of their products are families and local artisans and 10% of the sale of each product goes directly to their partners in Cambodia (especially to invest in education). In this way local talent in a third world countries is used to provide a sustainable product that also has a charity purpose.  
They make money by selling the products in the UK.

(B) <http://www.europeanstudentstartups.com/Fikay%20Sustainable%20Fashion%20-%20Executive%20Summary.pdf>

Timo Laan  
A) The venture is called Wrap the gift. It’s an online application which give webshops the opportunity to wrap the gifts that they’re selling in their shops. The creator says that unwrapping a gift always is the most exciting moment of getting a gift but with online gifts there was a lag of opportunity for that. Wrap the gift fills in that gap. Webshops have the option to create an account which will give them the opportunity to give their customers the chance to wrap a gift bought from the webshop.  
b) <https://www.wrapthegift.com/>

Ricardo Hoogendoorn  
A) I picked a venture called Elbow room the idea came from Ryan St. Pierre and Austin Williams. Two junior college students from Syracuse University. Elbow room iis a system which counts how many people are entering or leaving a room. It gathers the information and sends it to an internet site. This way student can see whether there is any room left in the library. It can be used at for example student library’s, Students can log in to the site and see straight away if there’s still any room left in the library this can save up a lot of time and agitation.

B) <http://idea.syr.edu/student-venture-spotlight-elbow-room/>

Livia Benders

A.  
BodaBoda.nl, is a student venture set up by Robin Quax en Wouter Vink, two students from the University of Utrecht. They sell bicycle cushions for the bicycle rack. The problem they are solving is the painful bottom you get from sitting on the back of a bicycle. Great news: the suffering is over, no more painful bottom! You can not only offer friends a comfortable ride but also steal the show with your bike! You can even create a personal design and decorate the streets. The cushions are handmade in Kenya, from robust materials that resist all weather conditions. A product that helps local producers to sustain themselves and their families and offers opportunities to employ themselves.

B. <https://youngstartup.nl/blog/post/fietskussen-vliegt-studentenwinkel-uit/>

Sellina Menso

(a) The venture is called Anything Coral.  
Ian McMenamin was fascinated with coral and learned that the more colorful the coral, the higher the sale price. He became intrigued with the idea of growing and selling it himself. McMenamin saved the wages from his part-time job and invested in coral. Armed with a small syringe, he experimented with various diets for his living specimens, ranging from fish food to brine shrimp.

In 2009 he pulled $12,000 from his savings account to purchase equipment and launch his company. Today McMenamin rents a 1,500-square-foot room in the basement of his apartment building, where he grows more than 400 types of coral. He has a waiting list of clients looking for the rare species, which sells for up to $2,000 per one-inch piece and he has expanded the business from parking-lot hand-offs to an international operation that caters mainly to wholesalers and consumers who maintain the specimens in their own aquariums; some display their coral outside tanks as art pieces.  
(b) <http://www.entrepreneur.com/article/225020>

Robbin Tip

A) Setting up a hotel in Amsterdam, named casa400, where students can life from 1 October till 1 june, and in the summer tourists can rent a room. If you are a student you have two options, you have the option to stay seven days each week, so you don’t have to leave in the weekend, this cost you €415,- per month. This price contains everything like gas, water, light, internet and tv. And the other option is that you leave in the weekend, so you can check in sunday at 4pm, and you have to check out friday before 12pm, this cost you €295, per month. You don’t have to bring your bed or something because in the rooms are standing 2 beds, 2 chairs, closets and a tv. And you don’t have to split a bathroom with somebody, because on every room is a bathroom. And as last you are only allowed to life there if you can show a recent studentcard from an highschool or university in Amsterdam. I know that this isn’t a recent venture, because it exist since 1957, but I think this is an interesting thing for our minor groep (and maybe usefull for students from other city’s, who are life only in Amsterdam for the minor).

B) <http://www.hotelcasa400.nl/achtergrond-hotel.html>

*Anne-Rose Lynch* [February 5, 2013 at 11:04 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-56)

(a) This venture is called Buyback Boss. Lee Lowden heard about the release of the Apple Iphone 5. He wanted to buy the phone but didn’t know what to do with his old phone. A lot of students had the same problem, so he launched the website, Buyback Boss, where students could sell their old phones and buy a new one. Lee keeps an eye on what his competitors are doing so he can offer the best prices. At first he only bought iPhone, iPod and iPad models, but now he buys Android and BlackBerry devices also. You can still visit his site and sell your phone. <http://www.buybackboss.com/>

. (b) <http://www.newswise.com/articles/iphone5-release-fuels-student-s-entrepreneurial-venture>

Sanne Vreede

a) ‘Walk 2 Go’ is a student company established by Dutch HAN students of a sport education and has recently won a regional price. The desgin of ‘SoftHnadle’ is a fashionable handle to place over the existing handle of a crutch, which provides more comfort when walking. The product is made for disabled and temporarily challenged people who seek to make their current situation more pleasant. The marketing and sales students of the team of 7, created a margin on top of the production cost in order to gain profit from sales.

b) <http://www.han.nl/gebied/sport-beweging/nieuws/nieuws/sgm-studentcompany-walk-2/>

Tessa Hofte Koesveld. ‘Contractstatus’ is a company where you can see an overview of all of your contracts. This could be everything, magazines, your mobile phone, sports. Two students in Groningen started it, because they thought it was nice to have an overview of all of your contract costs and it is also relaxed, because in this way you cannot forget to get rid of a contract (that you pass the due). As an extra, you can see your highest costs per month, because there is also an total finance overview. At this moment, they don’t get real profits out of it, but they think it will come when they have more customers. Then they will tell the customers what an cheaper option is for the same contract.

<https://www.contractstatus.nl/>

Paul van Eijndhoven

Since the adoption of Smartphones a lot of people enjoy playing games on them. In fact the biggest threat to mobile gaming platforms like PlayStation Portable and Nintendo DS comes from smartphone’s because consumer’s already have a device that can play games on the go so they no longer need a dedicated device. The problem with smartphone’s however is the lack of any physical buttons. Having on-screen controls is a hassle, especially when you’re playing a game in 3D or a game that is a port from a console version (which means it is designed to be used with a controller). Enter GAMEKLIP this plastic clip enables users to attach there smartphone to their PlayStation 3 controller (and link these devices via a small cable or Bluetooth) thus enabling users to play games on their smartphone with a full-fledged controller, practically making it a mobile gaming platform. Gameklip is designed by a student in his free time and after two prototypes, production of the retail-ready version started last summer. Money is made by selling the Gameklip worldwide to consumers through his webshop and also by selling in bulk to re-sellers.

<http://buy.thegameklip.com/pages/about-me>

T. T. (Crys) Nguyen  
(a) VenturePact works with entrepreneurs who have business ideas but not the technical know-how to design and build their products. It styles itself as a “venture capital firm that invests product development instead of capital.”  
VenturePact has three key revenue streams: (1) The fee they charge for building the prototype. (2) The equity they take for partnering with their portfolio companies and helping entrepreneurs grow their business. They usually take from 1-4% for the prototype and from 5-8% for  
subsequent product development. (3) Royalties on revenues – for those businesses that choose to engage in a royalty agreement instead of an equity partnership, they take a percent cut of their sales.  
(b) <http://www.thedp.com/article/2012/11/venturepact-transforms-business-ideas-into-reality>

Clemens Köllmann:  
Kisstixx, invented by Dallas Robinson.  
“I was always worried that if I got the chance to kiss a girl, that would be all she remembered—the nasty, cracked, chapped lips.” After trying numerous brands, most of them “disgusting,” Robinson had an idea for a high-quality lip balm with SPF (sun protection factor) that he could wear and share with his date. “When we did get to kiss,” he says, “the flavors would combine and create a new flavor and a supermemorable moment.” The money is made by selling the product. A nice thing to add here is that the lipbalm was created and tested for free by a chemist group if only they used them as a supplier. Oh, take a look at the video it’s pretty cool.

Leonardo Bernini:  
The start-up in question is called TYBA, its short-description, “your professional identity”.  
TYBA was launched in 2012 and places itself as an innovative professional network. Developing the most famous existing ‘professional’ social platform, LinkedIn, it targets young entrants on the marketplace (ie. recent graduates). They argue that 80% of the recruiters search the web for more information regarding job applicants (because of the volume of CVs sent in), and 90% of the elements they find is an ‘unprofessional online presence’. The consumer need it tackles is the necessity to have a positive online presence that will boost your chances of recruitment (70% increase in acceptance likelihood by having an online presence). TYBA not only presents you as other platforms do. It “showcases the most impressive milestones of our carriers”. The way the profile is structured allows to highlight the person behind academic grades and professional experiences in order to give the recruitment a bigger picture of your personal life and professional potential.  
Further development and expansion of the user base will allow TYBA to act as a ‘headhunting’ agency in addition to its ‘social network’ nature (creating revenues streams with commissions and fees).

<http://tyba.com/index.php>

Gert Jan van Hardeveld

(a) A word processor that does not only checks spelling, grammar and style, but also checks your structure, detects plagiarism and gives you feedback as you type. It should also be able to suggest citations and automatically adjust the length of a document to fit the word limit. A student entrepreneurship venture is currently working on this. Daniel Duma, the guy behind the venture, was the runner-up in 2012′s “National Student Entrepreneur of the Year Award” in the UK. It would be extremely hard to replicate, but still I think it’s a great idea.

(b) <http://www.gradfactor.tv/entrepreneur.php>

*Moira Hooper* [February 6, 2013 at 2:07 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-85)

Steven Pakasathanan, a student from Flensburg in Germany, founded the website Lend & Rent on which you can rent and/or lend everyday things without having to pay a fee. He had the idea when he was trying to set up a cupboard and was missing the necessary tools for it. Whether it’s a screwdriver, an Xbox or a cocktail dress, you can find almost anything on this website. You can just download and fill out a rental agreement and then meet up with the person who has your desired item. This solves the problem of having to buy something which you might never need again.

<http://www.lendandrent.de/index.php>

*Max Geueke* [February 6, 2013 at 3:14 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-89)

Usually I am not a big fan of startups that center around smartphone apps because they often just seem to aim for the fast cash rather than long-term value. Nevertheless, I thought this venture, founded by two HBS grads, was interesting when I first read about it. It’s called ‘GymPact’ and it helps you stay motivated to work out and hit the gym when you’d rather stay home and watch TV. Basically, every week, users promise to go to the gym for x-amount of time and agree to pay a penalty, the amount of which they determine themselves, at the end of the week if they fail to live up to their promises. GymPact keeps track of the time users spent working out by GPS tracking. The money collected from those who decided to stay away from the gym is collected at the end of the week and distributed to those who met their weekly targets. GymPact earns its revenue by withholding a small percentage of what’s to be distributed.

<http://www.entrepreneur.com/article/223522>

I kinda like this idea and wonder to what other areas of life, where lack of discipline and motivation can negatively impact us, this (or a similar) concept could be extended in order to remind us of what should be done…

Shogo Nakaazto

(a)“Sokkai-sensei” is a Japanese start-up run by student from Keio University. Through this service, customers (High school students) can access to a list of tutors currently online on skype, and call them to ask questions about school subjects whenever they need to (24hours, 7days). They are sponsored by several highschools and private cram schools for both students and finance.  
(b)http://hayasinaoto.com/ (demo)

[*Anthonia Emegha*](http://www.missafricanetherlands.com) [February 6, 2013 at 4:54 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-97)

A Rwandan student is among 13 budding entrepreneurs selected for the 2012 Anzisha Prize.Nadege Iradukunda, 18, a senior five student at College St. Emmanuel Secondary School, in Nyanza District, was selected for her project that transforms human waste to electricity.  
After observing that the country’s prisons used biogas instead of wood fuel for cooking, in 2010, Nadege joined forces with others in the United Youth for Rwandan Development (UYRD) to get more schools to adopt biogas energy.Her project dubbed ‘UYRD Biogas Digesters’ is a creative solution that uses a proven technology to save the energy schools use to prepare food for students and thereby cut on fees charged. Iradukunda alongside UYRD developed the Biogas Digester Plants (BDP) project that buys, assembles, and deploys biodigesters in secondary schools.Her idea now spearheads the deployment of biogas solutions in schools serving over 15,000 students.Her project dubbed ‘UYRD Biogas Digesters’ is a creative solution that uses a proven technology to save the energy schools use to prepare food for students and thereby cut on fees charged.

<http://allafrica.com/stories/201209170053.html>

Louwrens-Jan Lemstra

A venture called Gidsy by brothers Edial and Floris Dekker taps into the ‘collabortive consuming’ and ‘unique, authentic experiences in tourism’ trends. They do so by forming an online platform that connects organizers of activities to people who are looking for a fun/unique/authentic experience. Think of it as a craigslist for activities. They generated quite a lot of buzz when Ashton Kutcher made a large investment.

<http://venturebeat.com/2012/01/14/ashton-kutcher-invests-gidsy/>  
<https://gidsy.com/>

*Eline van Dijk* [February 6, 2013 at 5:36 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-101)

Rentluggage.com is an e-commerce luggage rental shop that allows travelers to rent lightweight sturdy luggage via the worldwide web. The only thing you have to do as a costumer is to select a rental bag from their website, pick the period of time you need the bag for and when you need it delivered by. With this information, Rentluggage.com ships the pre-selected luggage right to your doorstep. Rentluggage.com offers a variety of luggage as: hiking backpacks, large suit cases, and sports bags. With this service you save a lot of money, because you don’t have to buy a suitcase or travelersbag. And you’ll save space in you closet.  
<http://rentluggage.com/>

[*Thijs Mooren*](http://www.icracked.com/) [February 6, 2013 at 6:35 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-109)

iCracked is an iPhone, iPod Touch, and iPad repair service started by A.J. Forsythe. The idea arose when fixing his own broken iPhone screen with a screwdriver and a dental pick. The mission is to build an army of young, tech-savy contracters working on university campuses providing affordable and quick service.  
The site: <http://www.icracked.com/>

*Sander Baas* [February 6, 2013 at 7:54 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-116)

A) StudyTube is a platform where students can practice their examination material. The students can check how they score with some practice questions. StudyTube serves some (mini) colleges for the main problems from students. The problem StudyTube wants to tackle is the late moment off feedback and the big colleges with too many people. The solution for this problem is that StudyTube gives some (mini) colleges based on the students questions. So the examination material changes into the willing off the students. StudyTube makes money by subscriptions, for a premium account just like Spotify) you pay € 9,99. They just get get an investment from Henq: 0.5 million euro.

B) <http://www.sprout.nl/308/dossier/325/67853/financiering/onderwijs-2-0-studytube.html>

*Naomi Garfinkel* [February 6, 2013 at 8:15 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-117)

(a) Chairigami sells products made out of cardboard. There are tabels, chairs, shelf’s and a iphone cover all made out of cardboard. The product is inexpensive, lightweight, and completely recyclable. Chairigami stands for continual reinvention of living spaces and use of renewable American resources. Chairigami targets the need for temporary yet durable furniture, for students, strat-up employees, immigrants and green minded people.

(b)  
<http://yei.yale.edu/student-ventures-business-0>  
<http://www.chairigami.com/>

Reinier van Mackelenbergh  
A. The venture is called ‘Goudstandaard’, the entrepeneur Jaap Raijmans (23). The company makes it (easy) for consumers to buy physical gold and silver. This used to be practically impossible, unless you were a financial institution. Among people with some economical and financial knowledge, one can observe worries about the value of ‘ paper money’ in these days of financial crisis. More and more people want to guarantee the value of their assets. Buying gold is at least a safe one. Sprout makes it easy and simple to (physically) buy these commodities. It is seems so simple, but that is at the same time the power of the concept. Raijmans makes a profit on the transaction fees.

B. <http://www.sprout.nl/357/25-onder-de-25/list/6-goudstandaard.html>

Fenno van der Velden  
Two business students created new nutrition bars which are very handy for dancers. The name of this venture is Barre. They keep you in shape, but provides dancers with all the ingredients they need to boost their stamina and are made of natural ingredients.

<http://realfoodbarre.com/barre-facts>

(a) ‘Next Stop, [Your Audio Ad Here]’ ,  
The problem/need 1- is to help advertisers reach potential customers 2- is to help agencies and municipalities defray the rising costs of mass transit.

The Solution by having “short-form audio advertising” mixed in with announcements about coming stops on mass-transit vehicles

The company income by sharing with the revenue raised by the audio ads with the public transportation Company  
(b) <http://www.nytimes.com/2009/01/04/education/edlife/ideas-busads-t.html?ref=edlife>

Laurens Goedkoop  
Some very clever students at MIT have developed an advanced autonomous quadrotor ( A small helicopter type robot that can think for itself and navigate through complex spaces). I’ve chosen this project because even though it’s still in development the implications of these little robots are endless. They can be used for surveillance, construction and much more.  
The way to earn money from these things is obvious, sell em’. They can be customized for specific tasks and sold to companies looking to automate a process in their company.

*Ruby Kun Kit Yu* [February 6, 2013 at 11:08 pm](https://aceminor2013.wordpress.com/2013/01/13/2013-eip-homework-2c-search-online-and-share-one-current-student-entrepreneurship-venture/#comment-140)

(A) DearBell is a handmade accessories shop in Hong Kong by my 2 good friends and their focus is on bling blings & exaggerating high-fashion accessories.They started because they think that there are lot of people like wearing very eye-catching accessories with unique design. They also want to make sure the accessories are “long-lasting”, therefore they have a series of necklaces that can be worn, combined or disassembled in up to 30 ways to fit different occassions. Since their focus is on “unique design”, the material cost for making the necklaces are actually quite low (they used everything- like some puppets from IKEA, or even the plastic fish-shape soyasauce containers). But they are sold to a high market & hence they have a pretty high profit margin. Also they have an online store to allow overseas orders. They currently have a shop in the SOHO area in Hong Kong.

Since Bell, one of the owners, has a bit of connection in the entertainment circle so at the beginning they offered free necklace & pins etc to the celebrities and took a picture from them wearing it as free promotion. Style and fashion magazines will borrow items from them for their models, and the assistants of celebrities will borrow their items for shows. All of these have highly reduced their advertising cost.

(b) <http://www.dearbell.com>  
<http://www.timeout.com.hk/shopping/features/45806/shop-this-dear-bell.html>

CM Hsieh

1. (a) The problem is that people travel around the world, and find interesting candy in foreign countries, but then they run out when they get home, and it is almost impossible to obtain more.  
(b) A website that sells a wide variety of candy coming from all over the world, from one location.  
(c) Not applicable.

2. (a) There are very few places in Holland for men to shop for clothes, and everything is ‘off the rack.’  
(b) A service that helps men living in Holland to shop for clothes across Europe (including shops in Germany, Belgium, Italy, and others). Men can sign up for the service, and a personal apparel consultant can help men with their apparel shopping needs for an annual fee.  
(c) Not applicable.

Sheryl S. Sidhu

1a. The problem is for expats and older citizens, it might be hard to find products and services. Therefore they might not be able to get things done easily.  
b. A solution might be a company with personal assistans, these pa’s help these people finding the services and products they need or do it for them. Expas for instance might need housing services or need cheap facillities, while senior citizens have other needs for instance they need to find an instrument shop.  
c. not applicable

2a. The problem is for students of UvA, it is not always to easy to get rid of their or get secondhand books (or other student related stuff). While there is demand for this.  
b. An uva-marktplaats app, where students sell and buy products, could be books, summaries etc.  
c. not applicable

*Sanne Veefkind* [February 5, 2013 at 3:35 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-20)

1a. The problem is when polishing your nails, it’s hard to do ‘the other hand’ (your dominant hand), especially if you want to create complicated patterns. Consequentley, the nails on the dominant hand won’t look as neatly as the nails on the other hand, or you have to use fake nails which don’t look natural.  
b. A solution is to develop a transparent ‘nail polish sheet’. First, the sheet can be painted (with regular nail polish) with the dominant hand. The sheet could have pre-made nail shapes in different sizes. Then the nail shaped piece of the sheet can be applied to the nail. This could be by placing it on a nail with still wet polish or by making a removable layer so the sheet itself sticks to the nail. Ideally, the sheet dissolves when using nail polish remover.  
c. not applicable  
  
2a. The elderly often love to read. The problem is, however, that they can have difficulty because of their decreasing ability to turn over the pages. Also, carrying a book around can be heavy.  
b. An E-reader especially designed for the elderly. It has to have large buttons with color codes and options for extra big font. It should have an easy to use menu, and not too many options and possiblities, because older people often only want to use an e-reader to read and all the extra options would confuse them.  
c. not applicable

Bo Rettich  
1a) The problem is that a lot of apartments in urban areas don’t have a lot of space for furniture. Also moving all your furniture from one apartment to another can be a very expensive and bothersome job.  
b) The solution is the use of furniture you can transform into different pieces, such as a table and a bench. Also it should have a form in which it is easy to transport. This way small living rooms can be used optimal and changed in a matter of minutes.  
c) Not applicable.

2a) The dilemma when it’s raining is that people have to choose between becoming wet or looking good, since a lot of raincoats or poncho’s look hideous.  
b) The solution is designing reasonably priced good looking raincoats which people would like to wear (even when it’s not raining).  
c) Not applicable.

Bradley Prince  
1.  
(A)For students it is quite difficult to find a nice place to rent in Amsterdam and for people renting out there house it can also be difficult as it is sometimes too expensive for these times.  
(B)Solution is to have an internet-site that matches students with people looking to rent out their house, but with a feature that you can see what type of student it is (so with a sort of CV). This may convince people to rent to students. Also you will be able to look for house-mates etc. The student and/or the person (agent) renting out the house will have to pay a monthly contribution.

2.  
(A) When travelling around the world or even just to the library you often have to take many different chargers with you. This can be inconvenient and takes up space.  
(B) Solution is that you have a product that has all the different ends of the different chargers, but only one wall plug. These you can choose yourself to suit your needs, will be able to hide away the ones that you are not using and be able to use more than one at a time.

*Bob Vonk* [February 5, 2013 at 5:06 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-34)

A. Polluted sea’s due to garbage disposal at sea and bad regulation.  
B. The solution is to offer a total solution service packet by providing advice and also selling products (order based) for every ship that is sailing national or international waters.  
a. Or by an internationally organized pick up system for garbage. We can make boats why not floating garbage containers (with GPS build in). The garbage is now sinking to the bottom of the ocean or floating with the current towards oceanic garbage dumbs were they can be collected. Both idea’s are on a no tolerance based system which means freighters are not allowed to dispose of their garbage anymore. So essentially every freighter company has to pay for one of the two options.  
C. Non applicable.

A. As a student I have had about 10 bikes now I think. So an Unstealable bike due to the high rate if bikes that are stolen in the Netherlands. I thought of a simple idea of stopping this problem.  
B. The solution is a “folding” bike with a “normal” bike lock. Only this lock is put through two wheels at once, by folding your bike. The same key is needed for another purpose. The second purpose of the key is when you want to go for a ride u need to put the bike “back together”. A simple action by flipping the bike back in its original form and reuniting/ interlocking both parts with the same key used for the lock. You earn money by selling this type of bike. This product will be sold to people that want a bike for a life time(as long as the product lasts).  
C. Non applicable.

Mentioned earlier during the intake for this minor.  
A. The Best Bordeaux from your greenhouse soil!  
B. High quality wines are not affordable for everyone also not for me as a student. I really like wines and not those from the supermarket. So I thought of a form of growing vines in a controlled area where nutrients, minirals, light, humidity etc. are regulated in such a way you can imitate the way the vines grow in the Bordeaux or any wine area in the world. Theoretically speaking you could produce the best wines in the world and compete with the conventional wine growers.  
C. Non applicable.

Justian Driessen  
1. (a) The problem when attending big concerts and festivals is that there is no telephone signal because there are a lot of people using the signal at the time. Usually when you sent a message, this will take hours to be received.  
(b) A service that sets up a hot spot at big concerts/festivals so that you can use your phone to keep in touch with friends.   
(c) Not applicable.

2. (a) Making online ordering more convenient by offering consumers to place items found around the web or in other stores to one online shopping account.  
(b) A website which contains all the different online shopping websites so that they can chose to buy it from one website instead of shopping on different websites.   
(c) Not applicable.

Anne de Lange

1. (a) the problem is that when you put your bag on the handlebar of your bike, your bag can slide between the spokes of your wheel and your bag can be damaged.  
(b) solution: A protector that is on the side of your wheel, now your bag will only touches the protector instead of the spokes. Now your bag is protected and it won’t be damaged.  
(c) Not applicable

2. (a) The problem is that when you live in an appartment on a high floor, like the fourth you don’t want to walk down all the stairs to just trough away your garbage bag. Now your gabagebag can stay in your appartment for a day or more. This is filthy and you don’t want your gabage bag in your appartment.  
(b) solution: A tube that leads from the top of the appartmentcomplex to the basement of the complex. In the basement will be a storage for all the garbage bags that will be emptied every week by the social workers of the community. The tube leads directly to the storage so you don’t have to walk down every time your garbage bag is full.  
(c) not applicable

*Timo Laan* [February 5, 2013 at 6:56 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-43)

1.a) The problem is that you want to go out of dinner and you want to make a reservation, but when you call the first 3 restaurants they’re all fully booked.  
b) An app on you phone that is connected to a large bookingsystem that is also used by the restaurants so you can see quickly where there is place and where not.  
c) not applicable

2. a) The problem is when you’re in a (large) cafe/restaurant sometimes you have to wait a long time for a waiter/waitress to come at your table.  
b) a system at the cafe/restaurant where you can log in as a guest (with a app on your phone) in which you can stay up to date of the status of the waiter/waitress and maybe already tell them what you want to drink.  
c) not applicable

*Maxime van de Groep* [February 5, 2013 at 8:52 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-48)

a) The problem is that teenagers/young adults who go out are drinking more and more and some even do drugs when attending parties. The problem with this finding is that there are more and more cases of intoxication with alcohol or water.  
b) A product that is able to reduce these intoxications is a small sort of bracelet that gives youngsters insight in to their body’s water level. In that way they can see when they are crossing the line.  
c) Not applicable.

a) Kids in the age of about 10 to 15 are more and more bothered on the internet by unknown people. These people either want to sell something to these vulnerable teenagers or they bother them in a sexual kind of way. Kids in the age bracket 10 to 15 often do not know what to do with this contacts or how to react.  
b) A service that helps this teenagers to cope with such situations online. They learn what to do, which sites they could better avoid, how to react et cetera. In short, they learn how to use the internet in a responsible way.  
c) Not applicable.

[*ricardohoogendoorn*](http://gravatar.com/ricardohoogendoorn) [February 5, 2013 at 9:39 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-50)

A) There’s this new trend in hatwear called 5-panel caps. You might not know what it is but if you look it up on the internet you might find out you’re wearing one yourself. these heads are characterised by the 5-panels from which they’re made. A lot of people wearing these hats have a need for exclusiveness and therefore the hats have a wide variety of colours and prints. The problem is once a certains hat becomes popular everyone has it within a few weeks.  
B) THe solution is a cap you can customise yourself bij selling the different panels individually you can create your own cap. The cap can be put together with some sort of zipper and thus everyone has his own unique cap. For those of you who do not know what a 5-panel cap is here is an example. <http://www.highsnobiety.com/2008/10/29/goods-fall-2008-5-panel-caps/>  
c) not applicable

A) There are a lot of people who design anc create their own clothings or gadgets. The problem is a lot of people don’t own their own store or don’t have the resources or time to create their own webshop.  
B) A webshop that hires space for starting gadget- or clothing designers. A webshop that doesn’t sell his own clothes or collections but offers a spot for everyone who wants to pay for it. It means low risk for the designer and a high chance of getting exclusive new designs for customers of the webshop.  
C) not applicable

Robbin Tip

A) In the winter there are a lot of people with cold foots when they come from outside, especially older people. In the 19th century they used something which calls ‘stoof’ (see link below for a picture). They put hot water or coal in a bowl, and set this bowl into a box with holes where they can set up there feets. Nowadays almost nobody uses this product.  
B) The solution for this problem is to build an innovative ‘stoof’ on electricity. Which consists a button for 10 different temperaturs. It shouldn’t be really expensive to build this I guess.  
C) <http://www.google.nl/search?hl=nl&site=imghp&tbm=isch&source=hp&biw=1249&bih=539&q=stoof&oq=stoof&gs_l=img.3>..0l10.1143.1749.0.2126.5.5.0.0.0.0.65.280.5.5.0…0.0…1ac.1.2.img.D3c-D1lGKKc

A) Unfortunately it rains a lot in Holland, and if we walk outside without a umbrella your whole jacket will be wet. If you come home you probably will hang your jacket over the heater, but in a restaurant you are hanging your wet jacket on a coat reck and it would not dry.  
B) Solution is to make a coat hanger which blows hot air into the jacket, the result is that the jacket will dry on a coat reck. It would be very nice for restaurants, and mabye also for households, to buy a few coat hangers.  
C) Not applicable

Sellina Menso  
(a) We’re living in a world in which everybody likes to be unique. Fashion is an easy way to distinguish yourself from others. But the cloths in the stores, such as H&M and Zara, are mass production and so there will always be people who also have them.  
(b) The solution is that people can design their own cloths for a relative cheap prize on an easy and fast way. People only have to come one time to the store so that they can be measured or they can measure themself, create an account and fill it on the site and then they can design their cloths. The idea is that the prices of the cloths should be around the prices of that Zara. And so people can design their own cloths for a cheap prize.  
(c) Not applicable

(a) Problem: a lot of people let their phone snooze before they wake up. Some people accidently shut their phone when they stop the snoozing or pull out the plug of the machine, because of this they don’t wake up on time. And miss their appointment.  
(b) Solution two alarm clocks that are digitally connected, e.g. by Bluetooth. One alarm clock is in the room where the person sleeps and is for snoozing. And the other alarm clock is the final one and should be located on another place in the same room or another room. The alarm of this clock stops by itself after 1-5 minutes, this is something the client can choose. The alarm could be either a real alarm noise or the radio, or your favorite music through an mp3. This way the person will definitely will wake up. (it could also be just one alarm clock, then the functionality of both alarm clocks is combined)… the idea of mine idea nr2, is that you cant shut the alarm clock so you will wake up  
(c) Not applicable

Sanne Vreede  
1a) problem: When it is raining and you need to ride your bike you can protect your clothes, head and hands from getting weat but not your face. This results in a weat face and smeared make-up when arriving at your destination for an (important) meeting. A forage cap is not attractive and therefore a solution needs to be thought of.  
b) As a soluation, a kind of spray which makes sure that your face will dry immediately and therefore will not damage the make-up you have put on could be a great solution. It needs to be sprayed a few minutes before you go outside. The spray will need to contain some chemicaliën which are contrasting water however will not damage the condition of the skin.  
c) Not applicable

2a) problem: Paper trash are collected every week in Holland, but due to rain and wind this paper can be damaged and moved which worsened the environment. If all the paper can be kept together more can be recycled and this cleans the neighbourhood. There needs to be a sort of box in which this paper can be stored in front of your house which counters this action.  
b) A resizable box which can be closed and shaped to your preference so large and small amount of paper can be collected and it can be stored easily when not using it. The closing part counters the rain.  
c) Not applicable

Paul van Eijndhoven  
1) Bicycle lights that can be easily attached to clothing  
Problem: bicycle lights that are attached to your bicycle get stolen when your bike is parked or get damaged by the weather.  
Solution: bicycle lights that are small enough to fit in your jacket-pocket (so you have them with you all the time) and with a special clip that makes it easy to attach to your coat when you’re biking at night. When you arrive at your destination simply put them back in your pocket! These bicycle lights can be sold at a webshop and in bulk to retailers.  
c) not applicable

2) International festival website  
Problem: When traveling to different parts of the world, if you want to attend a music festival it’s hard to find out when or where this is taking place. Of course there are plenty of local sources for information (for example partyflock.nl that has a calendar for all events in Holland including club nights), but they are often difficult to find if you’re not a local (and probably in a different language!). Solution: An international database for all major events worldwide. So that if you’re – for example – backpacking in Australia or Asia you can easily find out if there’s a festival to your liking happening nearby… Business model: Online advertising on the website and/or a fee for festival promoters to get there festival on the website.  
c) not applicable

Anthonia Emegha  
The problem is:  
1a) the problem is everybody dislikes to have low batteries on their phone(s) when you are about to make that one important call and your phone goes off..what next..ask the person apssing by..how many people trust you using their phone especially in the age of expensive smartphones..we have passed the time where we could ask someone that is passing by to call with their phone. so what next? the other party can’t reach you and vice versa. Imagine if you are stuck somwhere and you cannot find a phone cell neither reach anybody, or you are goin to be late for a job/intern interview. Some people always take their chargers alongside with them but what if there is no place to charge the phone and what if you don’t even want to be carrying around the charger?This is a problem alot of people go trough on daily base, from business people to normal people walking on the street. Is it a product for everybody. Though some phones have a long battery duration but yet this problem still occurs.

solution:  
b)A solar based charger that will fit in every wallet. It is a solar based charger that looks like a chip but yet you can connect in to your phone,for any type of phone. If you notice your battery is low you can purchase this solar charger at any phone store and let them know the amount of minutes you want, if you just want to make a short phone call you could ask them for 10 minutes or 30. The store will sell it to you and there you go. their are no wires and plugs needed for this mini solar based charger. and incase you don’t use all of the minutes you can always keep it in your wallet/purse and use it the enxt time. Or in cases where you just want to be sure you always have a back up you can always purchase it and tell the store to fill it up till 60 minutes or more. It is handy, for an affordable price and it is environmental friendly (the sue of solar)  
c)not applicable

The problem:  
2a) Alot of ladies have this problem: wearing higheels but still having extra ballerina’s(flat shoes) in the bag incase their feet start hurting. This is something i as a lady mostly suffer from. the answer would be don’t wear high heels, but once you go high heel you will never turn back. Ladies don’t carry the same bag everyday, we have different bag for every occassion. Ballerina’s won’t fit in a little small purse you take to a party and carrying a plastic bag along isn’t really that much of a sight. Same goes for men, most men wear bag backpacks others have office bags.

b)Solution:  
To create a fashionable but yet multifunctional bag, this multifunctional bag is made of pieces which you can remove with zips. If you are in need of a big bag for books, laptops and etc you can use the bag in the normal format. but if you are out for a night out and all you need is a bag that still alows you to out ur ballerina’s in you can zip it off and turn the big bag into a smaller one. The bags also come in different colors the inside has a different colour than the outside, but it is also possible to keep the outside colour while you unzip the other parts. Same goes for the men. It is easy, multifunctional but yet sophisticated.

c) Not applicable

*Tomas Kamphuis* [February 6, 2013 at 1:42 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-83)

1.A/B People often worry about losing their luggage on a trip or flight. I was thinking about installing some tracker but found out that somebody recently came up with this idea (see link). However, this idea is being sold as a device separate from the actual carriage.  
My idea is to design trendy luggage for chaotic people like me (I recently lost a lot of important stuff on my trip) that has a tracking device built into it. With this device, they will be able to track their bags with the help of an app on smartphone or computer.

1.C <http://www.forbes.com/sites/kellyclay/2013/01/07/afraid-of-losing-your-luggage-track-it-> with-trackdot/

2A/B. My second idea is one that came forth out of a personal problem which I think is a bigger issue. I’m having back problems since almost two years now and the main cause of this problem is the way I sit behind my laptop. There are some possible solutions for this problem like using an extra monitor and keypad, but these options are only applicable at home. Like many other students, I spend a lot of time in the university library behind my laptop. I notice that after about two hours, my lower back starts to hurt because of my position.  
The solution to this problem is a lower back support construction that is also a laptop case and backpack. If you click on this link (<http://i2.ccinc.com/prod/7324000/7324746_MC1.jpg>) you’ll see that there is a way that this product can be design in such a way that you can carry it with you with a laptop in it. All you need to do when you get to some place other than home is tie it to a chair and start working comfortably.

2C. Not applicable

Gert Jan van Hardeveld

1 (a) Tourist are often led to tourist attractions by their tour guides, but cannot find ‘undiscovered’ parts of the city where only the locals go to.  
(b) An app that shows tourists the ‘undiscovered parts’ of a big city. The features can be a wide variety of places: from coffee houses to historical buildings to bars and clubs. This app can be interesting for any tourist that does not just wants to see what they already saw on the Wikipedia page of the city. The app sells might sell for one Euro per city, so that is the business model.  
(c) Not applicable.

2 (a) In student cities in the Netherlands, bicycles often get stolen or break down. When this happens at night, it is really hard to get home.  
(b) A mobile nightly bicycle service. This just has to be one guy that is riding on a cargo bike (‘bakfiets’) in the centre of a city with a couple of bicycles on it. If your bike gets stolen, you can call this guy, he will find you and you can buy a bike from him for a reasonable price. Also, if your bike is not stolen, but only damaged, he can do minor repairs on your bike for a reasonable price. In this way, you can still ride home in the middle of the night.  
(c) Not applicable.

*Maurits Verwoerd* [February 6, 2013 at 2:44 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-87)

1(a). A lot of students know the problem… dirty bathroom, toilet kitchen etc. Even tough (almost) all of us realise that living in a cleaned up house makes you feel much better and at ease, the job still won’t be done. They try to make a cleaning schedule but the compliance of this cleaning schedule leaves a lot to be desired.  
(b) A solution could be an online cleaning schedule, web-based/app-based, much alike the Dutch “wiebetaaltwat”. Everyone can login and has it’s own account. Together you make a schedule between what period of time either one of you e.g. has to clean the toilet. This person will receive (through the app) notifications on his mobile phone that the job has to be done, this person receives this message once a day. Only the other roommates can declare the job is done, and they will do that through the website or app. Other domestic tasks as cooking dinner and doing the groceries could also easily be applied here.  
(c) not applicable

2(a) Many people don’t know what to cook for dinner. After work or study, they simply don’t have the time, inspiration or energy to come up with a good healthy meal.  
(b) A solution could be to develop an app which gives you varying dinner tips each day depending on your preferences. For instance, if you don’t like rice, these recipes won’t appear in your personal list. This app should be simple and shouldn’t have to much choices, so it’ll give you one simple meal, and one which requires some work to prepare. As an addition, this venture could work together with (local) groceries, where the products are sold. Maybe even fix a rebate for one or more of the products.  
(c) not applicable

Leonardo Bernini  
(1a) The problem lies in the general consumer’s inexperience with medical items. Pharmacies and doctors do give advice on specific products but how many times does it happen to wake up sunday morning, strong headache, some medicines at hand but knowing how many pills to take, before or after eating, how many times, forgetting to take medicines that require longer treatments etc.  
(1b) The solution lies within a consumer friendly application. I am thinking here of a very naively designed app that on one side lists all sorts of medicament and their general guidelines (already existing but only to help professionals that than advice the patient, not directly to for consumers) and on the other allows for ‘tailoring’. The application could in fact go in hand with a very simple software that doctor keep on their computer. After having visited a patient and prescribed the necessary medicines she/he fills out a form on the software stating the name, doses, time intervals etc. this data will than figure on the persons private profile on the application that will always be in your pocket/bag/backpack. So in case of sudden need you can consult your profile and in case of prolonged treatment you have a sort of personal nurse that notices you when you have to take a pill or when you have the next doctor appointment.  
(1c) Not applicable

(2a) The need/want of this opportunity is very specific to the canalization of the amsterdam urban area. Building on the model of the parisian ‘velibe’ bicycle sharing or its london counterpart ‘barclays bike’ this idea complements the trend of car sharing in a city that has a lot of potential traffic ways unexploited, the Grachten.  
(2b) I am proposing a sort of boat2go (referring to the model of car2go). This service appeals not only to tourists that have already the opportunity to rent out boats at very expensive prices but also to the city residents that might find this transport method more convenient. Imagine docks along the grachten where little electrical boats are placed. With your electronic card you unlock one of them and go wherever you want. You leave it wherever you want and with a mobile app that tracks all the available boats you find the one to go home with. I know its a very expensive and ambitious idea but hey thinking big has never hurt anyone.. (I’m already planning to expand to venice, italy!)  
(2c) not applicable

Shogo Nakazato

(1)Crowdfunding X Green  
(a)In the long-term, investing in a green energy will come out beneficial for everyone (investors, far-end consumers, supplier,etc.)It is also an sector which everyone should consider, but the problem is that the Green Industry consists high risk or high cost for an indivisual to participate in any ways.  
(b)create an crowd-funding web service, where everyone can invest to green company stocks, starting from just five euro. The service will include reliable source of news and the real needs for the technology of which the company owns.

(c) <http://www.kiva.org/start>

(2)Connect Japanese and Dutch Company  
(a) Many Japanese small companies are currently planning to globalize their business and expand their partnership abroad. However, Japanese companies in general are currently in a serious situation where most of the workers working have very limited multicultural experience and no English skills. This is limiting the expansion of Japanese companies to abroad.  
(b) Provide these companies with market information translated from dutch or english into Japanese. Provide a translation service to Japanese companies during the negotiations. Connect small-sized Japanese and Dutch companies with potential synergy.  
(c)no

Clemens Köllmann  
1(a) How many times have you bought new headphones? How many times have you damaged the cable because you forgot you were wearing them.  
1(b) I suggest to develop some sort of heavy duty headphones cable or cable cover to avoid this problem. Maybe it is even better to make the cable super elastic so it would withstand extreme stresses.

2(a) I always have to wait a while after taking a shower before i can shave. This is because the mirror has condensed. I have found heating systems for the mirror so it won’t condense but i think that is too expensive. Also it seems that if you rub some detergent on it it wont condens that much but it will get very sticky and the mirror will get dirty very easy and after cleaning you need to apply it again.  
2(b) A solution could be to develop a permanent translucent spray that will prevent the mirror from condesating after one use.

T. T. (Crys) Nguyen

1. (a) The problem is that everyone hates having viruses on their computers. Therefore, antivirus softwares exist, but they are pretty ‘dull’, and don’t have much user-engagement. Since most antivirus softwares nowadays have a so called “live monitoring” function, or something similar, which will basically monitor your activity 24/7 and notify you when a virus is found. Every time you get the “virus found” notification, you would basically hit the provided “Kill” button (or something similar).  
(b) An antivirus GAME (pretty nerdy stuff here) – instead of hitting that “kill virus” button and let the software do it for you, you will be faced with a “trespassing alarm”, and will have to go into the (virtual) world of your computer (looks somewhat like TRON, I believe) to find and destroy that virus yourself (Arnold Schwarzenegger style) – really challenging, as well as rewarding. The strength of the “virus bosses” will depend on their threat to your computer. If you are not able to kill them – well, buy better equipments (weapons, gears, etc.) and upgrades from the cash-shop. Note that you will also get ‘loots’ from earlier destroyed viruses. The twist here is that the game is available for free, it provides an excellent scanning/monitoring capability, so users/players don’t have to pay anything like other antivirus softwares. Users will be able to define the effectiveness of the antivirus themselves – if you’re good, you will be able to destroy any virus without the need of the cash-shop, and vice versa.  
(c) Not applicable (my fantasy).

2. (a) Most of us are well-aware of the trend of making the world a greener place, yet many people still hesitate to buy an eco-friendly car.  
(b) A promotional service that encourages people to buy eco-friendly cars by giving ‘green’ car owners discount to green groceries at supermarkets, which basically means their eco-friendly cars will act as membership passes to let people access high quality products for cheaper.  
(c) Not applicable.

*Moira Hooper* [February 6, 2013 at 6:07 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-106)

1.a) The problem: Every day we ask ourselves, what should I eat? Everyone has cookbooks and there are millions of recipes on the internet but it is extremely time consuming and tiring looking through recipes and deciding what to make every day. Not only students have this problem, this also applies to stay-at-home mums and many others.  
b) The solution: A user-friendly website that provide every individual who signs up with weekly plans of what to cook. There are criteria you can choose from: What kind of diet do you like? (eg. Mediterranean?) Your favourite ingredients? Favourite herbs? Light or heavy? A substance you’re lacking (eg. Iron?) etc. Once provided with your weekly plan, there could be an option under every meal “I don’t like this” and you’d be provided with an alternative. One could collaborate with nutritionists to help put together weekly plans and thus appeal to people looking for healthy diets/weekly suggestions that they can rely on. Not having to decide for yourself what to cook will save lots of time and energy. You could even create a social network. For example, you could then “like” other people’s diets.  
c) N/A

2.a) The problem: The usual time constraint and wanting to come back to a nice home nevertheless, which includes a bouquet of flowers on the table (at least for a certain target group).  
b) The solution: A flower bouquet subscription. You can decide how often (every week, once a month…), which flowers, how big, etc. It would be delivered right to your door and would save you the time of having to go to the flower shop. A yearly flower subscription would also make a nice present (for your mother or maybe your wife). For example, as a man, you might want to have it delivered to your wife every month on your anniversary and by subscribing you don’t risk forgetting…  
c) N/A

*Marc Habermehl* [February 6, 2013 at 6:20 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-108)

1 (A) When you are going to a party/festival there is always the stop at a cash machine to pin a certain amount of money. Then, you hope to make it with that amount till the end of the night. The problem is that this often doesn’t happen. Another problem is that, after ordering the first drinks, your wallet is full with small coins. This is uncomfortable when you keep your wallet in your pocket and it is also difficult identifying what which coin is when trying to get the right amount for your next drink (this takes a lot of time and makes the line for ordering bigger).

(B) The solution for this is a card (without a code) that you can use in every club in one party-area, one city or even bigger. Cards like this already exist but are only used in one specific club. This often leads to irritated customers, because they put too much money on the card for that one night in that specific club. This problem will be gone when you can use this card also in other clubs. So, one card for every club will lead to fewer lines, more consuming and happy customers.

2 (A) There are a lot of people (young, old and especially foreigners) who don’t know their rights in very common situations or what the consequences are of certain actions like downloading, using drugs, illegal cab driving, riding on a stolen bike. Not just because some rules or guidelines are complicated to find and read, but also because there is very often new legislation or there is a new focus by governmental agencies.

(B) A website (perhaps in combination with a newsletter), entrance based on a monthly payment, with an overview of the most common legal problems explained in Dutch and English understandable for everyone.

Livia Benders

1a. the problem: people waste too much time on thoughtlessly surfing on the internet, whatsapping, facebooking and youtubing. Once they realise they waste all this time on superficial bonding, they feel empty.  
1b. The solution: people should be more aware of the time they are wasting. The solution could be an application on a smartphone or computer that records exactly how much time you spend surfing on these websites, so that you can recognize and ultimately change your behavior.  
1c. not applicable

2a. the problem: when in a hurry, for example at the train station, the only option for food is to run to a Febo or Smullers, Domino’s, Broodzaak, Alberheijn to Go or Julia’s. The problem with these food chains is that the food they sell is either very unhealthy, or takes too much time to buy.  
2b. The sollution: Either a store, or a Febo-like vending machine (food out of a wall), selling healthy, low calory food or food packages. The idea is that the food and drinks are categorized in ‘moods/needs’ (examples: hungry, energy, sports, fresh, 0 calories, snack-attack etc.). The idea is to substitute unhealthy food with healthy alternatives.  
2c. not applicable

*Sander Baas* [February 6, 2013 at 8:33 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-119)

1A) The problem is that the wire of your headphone breaks sometimes at the input, your headphone is useless when this happen.  
1B) The solution can be a simple product: an extension piece or an unbreakable input wire.  
1C) Not applicable

2A) The problem is that when you are skiing and you go for a drink or something, you leave your skis behind. When you come back you can´t find your skis anymore.  
2B) The best solution is to create a tracking system that can exactly shows the location of your skis, it can works with a GPS system or an app on your mobile phone.  
2C) Not applicable

*Anne-Rose Lynch* [February 6, 2013 at 9:16 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-123)

1a) Nowadays, a lot of people in the Netherlands use a bike. But everytime you want to put your bike in the bicycle rack, your steering wheel always gets stuck in someone else’s steering wheel. Even though there is space for your bike, it is difficult or not even possible to reach it.  
1b) a steering wheel with a hinge so you can fold it when necessary. this way bikes will fit easier in the rack.  
1c) not applicable

2a)not only phones but also glasses can get scratches on them. often people drop their glasses or scratch the eye glasses when they put on their clothes or hit their head. eventually you can see less because of the scratches. Replacing the eye glasses is the only solution but very expensive. Especially children damage their glasses very quickly while playing.  
2b) this may sound a little strange but i thought of some sort of screenprotector for your glasses. A thin transparant peace of plastic can be placed on the outside of the glass to protect it from scratching.  
2c) not applicable

Naomi Garfinkel:

A price comparing website for alcohol and fizzy drinks and other party necessities. This is helpful for people who are throwing a party and want to know where to buy the cheapest drinks and food. There could also be an option for special discounts and becoming a member to the website and get additional discounts. This is an especially interesting website for students.

Placing Ipads in metrostations to help people find their way etc. This is particularly interesting for tourists. The benefit of this, is that you know where people are going so perhaps you can give them a special voucher for a restaurant nearby.

\*both ideas are my own.

Fenno van der Velden  
1 A. Everyone knows this problem…forgetting your keys and close your front door.  
B. A lock that will only allow you to close your door with your keys, this product can be for everyone, but most of all “chaotic people”  
C. -

2. A. You had a great night at the bars and clubs, but then you need to go home…. Your bicycle lights are broken/stolen/lost and you paid enough for the drinks so you don’t want a penalty.  
B. A bicycle light machine where you can bicycle lights for a low price.  
C. -

Max Geueke  
1a) the problem: Many senior citizens find themselves spending their retirement living alone by themselves, either because they never got married or because their beloved wife/ husband/ partner passed away. Undoubtly, this desolate situation would be unbearbale for many of us. Those who wish not to be lonely growing old either have to move into a retirement home or move in with their children (if they have any), neither option being particularly appealing because it often means giving up personal freedom and independence.

1b) the solution: we’re creating a rental matchmaking agency that specializes in helping senior citizens not only find suitable room mates to start a living community with but it also assists them in finding suitable apartments that cater to the specific needs of the elderly. In doing so, we relieve these senior citizens of the fear of lonesomeness and support their social life in order for them to grow old happily and without having to worry being alone or having to move into a retirement home.

Business model: comission for apartment hunting; signup fee for our social network of senior citizens looking for room mates.  
1c) na

2a) the problem: when travelling abroad, most of us are no longer able to use their smartphone for mobile internet access once we leave the country. However, having mobile internet access while travelling proves highly useful in many situations: when needing directions, looking up attractions/ restaurants/ things-to-do etc. While often a simple pre-paid SIMcard is easy and quick to buy, this normally doesn’t solve the problem of having no mobile internet access.  
2b) the solution: we provide tourists with mobile internet packages for the duration of their stays. We simply buy mobile internet from local providers and re-sell it to tourists who wish to have mobile internet access for the duration of their travels.  
business model: customers specify for how long they would like to have internet access and we charge them accordingly. So, for example, if they wish to purchase mobile internet for one week we could charge them, say, 15€ or so. Additionally, having direct contact to tourists puts us in a unique position to promote other products and services to them.

2c) na

*Thijs Mooren* [February 6, 2013 at 10:24 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-135)

1. (a) The problem is not knowing when an egg is hardboiled or soft boiled.  
1. (b) The solution is a kind of dye on the egg which changes color in concordance with the boilingprocess of the egg.  
1. (c) na

2. (a) The problems are food is expensive for students and cooking is time consuming.  
2. (b) The solution is combined dining. The idea is not new. During the sixties and seventies there where places where students could go for homecooked meals which then costed less then a guilder.  
2. (c) na

Reinier van Mackelenbergh

1. The problem is the difficulties that occur when consumers want to buy a new house. If they find something they would like to buy, they are scared by the risk that their former house remains unsellable. Solution: I expect a situation (in near future) on the dutch real estate market where people find so many difficulties with selling their house, they are prepared to exchange it with others. This would take away the risk of paying the mortgages of two houses. A website could assist this. When many, many house sellers are subscribed to the website, it get relatively easy to find a good match. The concept is kind of familiar with dating sites. Money could be made by a fee that has to be paid when the exchange succeeds.

2. The problem: moving your furniture is very difficult and expensive since there are very narrow alleys, no parking lots and one-direction roads. Solution: I incidentally found all the advantages of tractor compared to usual pantechnicon vans. These vans are very expensive. Tractors in the Netherlands don’t need a license plate, so you can park them anywhere without getting a fine. They use special fuel, subsidized by the government, that is tremendously cheap. They also dont necessarily need insurance. All together this could be a very alternative, cool and cheap solution. Obviously money is being made by renting the cars out.

*Louwrens-Jan Lemstra* [February 6, 2013 at 10:42 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-138)

1a The problem is a lot of people don’t have the space/money for a conventional laundry drying machine or won’t buy one because of environmental considerations. But what if you absolutely want to wear that good luck shirt on a date with that special someone tonight, and it’s still dirty from previous escapades?  
b The solution: a compact device that is designed to dry one piece of clothing in a short period of time.  
c Not applicable

2a Traveling to different cities around the continent is getting cheaper and cheaper, which makes it attractive for students. But accomodation that suits your needs can still be expensive. Cheap accomodation is often limited in terms of privacy, facilities and comfort.  
b The solution is an online platform to facilitate short-term home swapping for students (free-bnb).  
Home swapping websites exist, but do not target the student/small home demographic. Besides they are dreadfully outdated in terms of design and features.  
Making money might be difficult here. One possibility is a (one-time or periodic) membership fee.  
c Not applicable

*Ruby Kun Kit Yu* [February 6, 2013 at 11:24 pm](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-142)

Ruby Kun Kit Yu  
1. (a) It is often difficult for people with sensitive skin to try new skin care products as they are afriad of allergy.  
(b) An online shop that collect all the skin care products that are labelled “Sehr Gut” (very good) and “Gut” (good) in Germany. (So far the Netherlands and Hong Kong- they might have quality control, but do not have such labelling on products). I aim to sell the products to Asia (especially Hong Kong & China) – where skin allergy problem is quite serious.  
(c) Not applicable.

2. (a) People wish their deceased loved pets to go to heaven  
(b) A service that offer sending their pets’ ashes to heaven (to the sky) and scatter them back to the earth. I aim to promote this service to the animal lovers who are willing to give a lot for their pets.  
(c) Not applicable.

3. (a) People sitting at the back of the bike may suffer from butt pain  
(b) A soft removed seat to attach at back of the bike. I wish to sell it to boyfriends with a message that they care for their girlfriend’s/ partner butt. And the products can be placed in bike shops/ flea markets.  
(c) Not applicable.

*Mohammed Shwaier* [February 7, 2013 at 1:19 am](https://aceminor2013.wordpress.com/2013/01/13/201-eip-homework-2a-submit-your-2-ideas/#comment-146)

1)  
A) Problem: It rains a lot in Holland and other parts of the world and if you driving a bike and holding an umbrella in the same time the driving will be very risky.  
B) Solution: an umbrella that you can wear it as a hat so you can use your both hand on driving.  
The income will be from selling the umbrella  
C) N/A

2)  
A) Problem: As international student you have some important requirement and you want to know the best places to buy things (food, books, home equipment ,…) from or places to eat or have fun and buying a reasonable price  
B) Solution: a website that you can choose the country, city then the university / school and the students upload and share the places that they find.  
The income will be from the ads.  
C) N/A

Laurens Goedkoop  
1. (a) More and more people are starting their own company, in addition, more and more students are looking for ways to make some extra money partly due to increased cost of education and living. Another trend is open working space. There are companies where you can indicate when you will be at a workspace of that company, along with your skillset so that other people in need of your skills can hire you to work with them.  
(b) Start a company that offers networking events specifically tailored for students who want to start their own company. This concept could be expanded in several ways. One way would be to offer lectures and workshops by professionals for education. This would make sure the barrier to join the event is low although cost would rise for hiring the lecturers. Another way could be to have a “work force” section where freelance workers of any kind can create a profile so that the starters have a pool of possible partners and employees to choose from.  
The students would pay an entry fee for the events. Further revenues could be made by having a signup fee for the freelancers who wish to have their profile up on your site.  
(c) Own idea.

2. (a) There is a trend in bargain hunting. People only shop for discount products and are actually making a sport out of getting the best deal.  
(b) Create an app/site where consumers can see a map of their local area where local stores that have discounts are displayed. The app would list the products on sale. Money could be made by making a store pay an entrance fee to be displayed on the app. Another way could be to have a system where users can “recommend” or “like” a discount or whatever, indicating that they will be purchasing it, this “like” could be shared on facebook so the user can show off what he/she found to friends. One could then make a deal with companies who want to be on the site that they have to pay a small fee per “like” they receive. This would actually be a modern adaptation of how income is made through website advertising.  
(c) Own idea.

1:  
a: There is a growing trend for people to use vitamin additives, especially in winter. This market is largely dominated by a few big suppliers, making it hard to enter into it. However, a potential gap is present with pet owners. Medicating and helping a sick pet is quite expensive, and pet owners in general are willing to help out their little friend to make them feel comfortable and prevent them from getting sick. Especially indoors, a little vitamin B2 can really help lift the depression of the little boy or girl. Providing this little extra help could be a marketable product.  
b: Create vitamin additives that are flavorless and can be added to regular pet food. Market them as a popular product, helping the pet owner to increase the well being of their pet while preventing their pet from getting sick. Disperse the product at pet shops and zoo’s and deliver free samples to pet owners and supermarkets. Back it up with a full scale add campaign to silence the remarks of animal specialists who undoubtedly will call it bogus. Make sure the message ‘if it doesn’t help it won’t hurt’ gets across.  
c: Own idea.

2:  
a: When I have little time to catch the train, it’s always frustrating if I discover at the checkin gate that I need to upload my OV card first. I wish I could check how much currency I still have so I would know if I needed to upload my card, or I could indeed snooze another 5 minutes when waking up in the morning. Wouldn’t it be great if this little gadget existed without needing to check my crad online?  
b: A small portable OV chipcard saldo reader. Working on batteries, this little device is kept in your bag or on a key chain, ready to echek my OV saldo anywhere I go.  
c: Own idea.