

# IDEA SELECTION

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# Initial presentation

Ideas should be presented concisely and persuasively

The reaction to the idea is a criterion. If we present the idea to five different people and do not excite any, we should generally review the concept

Interact with your target audience from the start



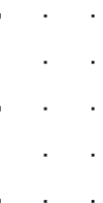
“We sell computer direct. By making only to order and selling over the Internet, we have the highest return for capital invested in the industry”

Michael Dell





<http://www.estrima.com/>





### ELON PROPOSED THE HYPERLOOP AS AN ALTERNATIVE TO THE COSTLY CALIFORNIA "HIGH SPEED" RAIL

#### "HIGH SPEED" RAIL



Expensive



Slow

#### HYPERLOOP



Safer



Faster



Lower cost



More convenient



Immune to weather



Sustainably self-powering



Resistant to Earthquakes



Not disruptive to those along the route

# Three-dimensional analysis

## What we can do

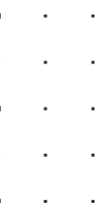
We can suppress the possible lack of skills by creating a support ecosystem, and use outsourcing services type [fiverr.com](https://www.fiverr.com/), [freelance.com](https://www.freelance.com/) ou <https://www.mturk.com/>

## What we want to do

The path of the idea to the prototype and, later, product, is a challenge with difficulties and uncertainties. Perseverance and passion are fundamental

## What we are paid to do

There must be someone willing to pay for the product or service



## Idea selection

“When you have an idea for a product, ask yourself: who will need it right away? Who needs so much will use even when it comes to a version made by two people of a "startup" who have never heard of. If you can't answer this, it's probably a bad idea.”

Paul Graham

<http://paulgraham.com/>

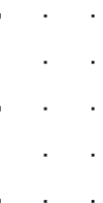


# “Timing”

The worst that can happen to us is to launch a product in a market that is in decline, involving an outdated technology

On the other hand, we must also take into account that the most difficult solutions to implement are usually neglected. This could be a business opportunity.

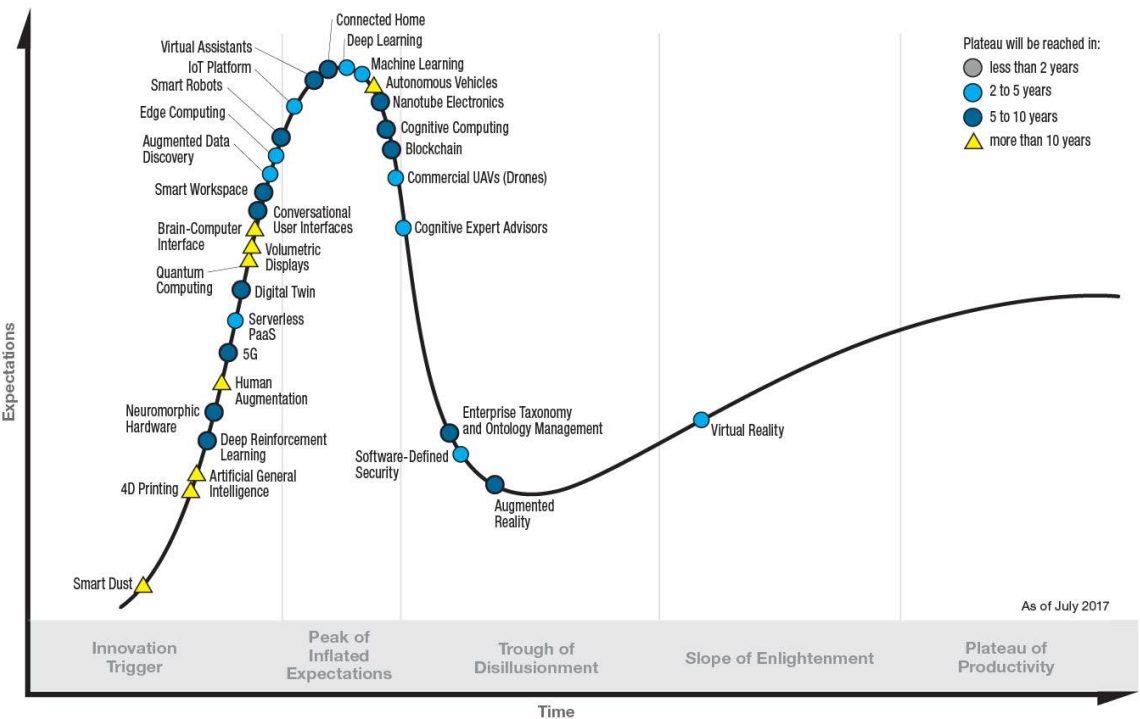
Gartner annually publishes its Hype Cycle, which helps to situate the state of maturity of the technology area in which we are working in relation to the market





Idea selection

Gartner **Hype Cycle** for Emerging Technologies, 2017



[gartner.com/SmarterWithGartner](https://gartner.com/SmarterWithGartner)

Source: Gartner (July 2017)  
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"99% of the time we should ignore our competitors.  
Especially when they make a lot of money or are talked  
about a lot in the press. Don't worry about the competition  
unless you're already producing and shipping products."

Sam Altman

<http://playbook.samaltman.com/>



# Analysis of competitors

## Generic

Google [www.google.com](http://www.google.com)

Tech Crunch [www.techcrunch.com](http://www.techcrunch.com)

## Companies/products receiving funding

Kickstarter/Indiegogo [www.kickstarter.com](http://www.kickstarter.com), [www.indiegogo.com](http://www.indiegogo.com)

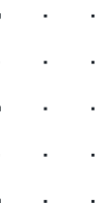
Crunch Base [www.crunchbase.com](http://www.crunchbase.com)

Angel List <https://angel.co/>

## Existing intellectual property

Google Scholar (“prior art”) <https://scholar.google.pt/>

Google Patents <https://patents.google.com/>



# Preliminary feasibility analysis

Using “back-of-the-envelope calculations”\*: estimates and not accurate values

What is the potential market size of this product/how many people in the world have this problem?

How much will people be willing to pay for this product?

What are the main materials ("bill of materials") of the product and how much do they cost? What is the final cost of the product? What are the potential technological challenges? Does the idea require any technology that is still immature or non-existent? Are there all the necessary materials today?

\*For an example of applying “back-of-the-envelope calculations” see the recommendations for evaluating "design" projects from a Google expert in:

<http://highscalability.com/blog/2011/1/26/google-pro-tip-use-back-of-the-envelope-calculations-to-choo.html>.

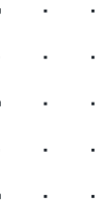




**RADU CARAUS**  
YouTuber

- Produtor de conteúdos para o Youtube, com mais de 2.5 milhões de subscritores e 400 milhões de visualizações  
[youtube.com/user/crazyP1channel](https://www.youtube.com/user/crazyP1channel)
- Fundador de uma startup de brinquedos tecnológicos
- Criador de animações 2D e 3D

[https://www.youtube.com/watch?v=yDk1z\\_3lxGA](https://www.youtube.com/watch?v=yDk1z_3lxGA)





# “Business to Consumer” (B2C)

Minimum initial investment

Kickstarter/Indiegogo

Accelerators (<https://www.f6s.com/>)

Use existing Amazon Launchpad infrastructure  
(<https://www.amazon.com/launchpad/startups/signup>) or Alibaba Platform

(<https://www.benzinga.com/news/17/07/9755266/alibaba-launches-platform-to-link-us-businesses-with-500-million-chinese-consumer>)



# “Business to Business “(B2B)

Clients

Accelerators (<https://www.f6s.com/>)

Investment (“angels”, “VCs”)



## Idea selection

See “market maps” at <https://www.cbinsights.com/research/industry-market-map-landscape/>

Statistics on the size of markets in <https://www.statista.com/>

Infographics on technological areas em <http://visualcapitalist.com>



# Make change happen

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