

Strategy #10: The Fit generator

Covered in this section:

Combining your hobbies & skills to create ideas

- Go to your Hobbies, Passion, Skills, & Experiences sheet
- Focus on hobbies and skills
- See if you can match two of them to create a business idea
 - Action (skills) + passion + customer demand (hobbies)
 - Example: Baking & Web development
 - create a blog with recipes
 - create an online eCommerce shop for recipes
 - create an app that helps bakers save recipes
- Combine a hobby and a skill with a business model
 - Example:
 - On demand - delivering baked goods
 - Shared economy - app for selling leftover baked goods
 - Subscription service - customized recipes website
- If you have skills, you are more likely to succeed
 - If you have passion, you will be more motivated
- Create something that's value adding
- If you don't like it in the end, go back and repeat the process