

On Demand

Covered in this section:

The on-demand business model

- The on-demand model is based on taking an ordinary business idea and trying to improve it by adding convenience and speed
- An on-demand business usually involved a mobile app where people can order your product or service
- Examples: Uber
- People are trying to do everything on demand - everyone owns a smartphone & they want everything done quickly
- Ask yourself:
 - Do people need this right now?
 - Would they pay to have it right now?
- You have to cater to people who have extra disposable income
- Not every old business model will work as on demand
- Think of something that you acquire regularly, and you hate acquiring - there are others who probably feel the same