

## Strategy #17: The enabler

### Covered in this section:

#### Lower the barrier of entry into certain industries

- This strategy focuses on looking for roles in an industry where you can enable other new entrants to succeed
- Example:
  - Ebay allows people to sell their stuff online, but they charge a fee
  - In order to avoid that, you'd have to create your own e-commerce website, which is difficult and time consuming
  - Magento & Shopify, for example, created platforms where people can easily create their online shops
- Look at industries that are not very appealing because they have several issues
- Do some research to figure out what makes it so hard to get started in that space
- Potential issues that might come up:
  - too many or no regulations
  - too much investment upfront
  - overall lack of information