

## Strategy #21: Privacy & the blind eye

### Covered in this section:

#### Increasing privacy

- This strategy focuses on using people's irrational need for security to come up with business ideas
- Ask yourself: What are the obvious things that need to have privacy protection?
  - Credit card security in online purchases, PIN codes, etc.
  - Examples:
    - Most people don't think Google search need extra security options, but for those who do, DuckDuckGo offers Google search with extra protection: they don't track what you search
    - The bank of Switzerland provided the option of having an anonymous bank account
  - Look at any process or industry and ask yourself:
    - Can I make this more private?
    - Would this actually improve privacy in any meaningful way?
- There will always be a niche of the market that will be enthusiastic about having more privacy