

50+

BUSINESS IDEAS FROM

MY FIRST

MILLION

By Trends

MY FIRST MILLION

Each week, Shaan Puri and Sam Parr sit down to brainstorm new business ideas on the [My First Million podcast](#). They've recorded dozens of episodes, full of nuggets that could be the seed for your next business. In this ebook, we've teased out over 50 ideas that are completely up for grabs. If you want to hear more, head over to the specific episode to hear the full conversation.



Episode 74: The \$72B Chinese startup you've never heard of, Outdoorsy, a mysterious billionaire, and the guide to post-corona opportunities

1. **“Pinduoduo for X” (74)**: One of the most popular posts of all time in the Trends group is a post about splitting MasterClass passes. There is pent-up demand for splitting services fees, but this could also apply for big ticket items like lawyers.
 2. **A Pinduoduo-like integration into e-commerce (74)**: Shopify sales grew with the integration of Affirm and Afterpay, which allowed users to pay in installments. Giving shoppers discounts if they are able to bring more buyers in can be a boon for services like Shopify.
 3. **The startup version of KOA (Kampgrounds of America) (74)**: KOA provides access to campgrounds for a super low fee. What would a modern, startup take on KOA look like?
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Episode 73: On-Demand Appliance Technicians, Credible Authority Businesses & Homesick Food Delivery

4. **Emerging industries case studies (73)**: Instead of doing case studies on legacy industries, create case studies for emerging industries (like cryptocurrencies) and sell it B2B (allows you to charge high fees). HBR is often years behind on emerging trends.
 5. **Rare products newsletter (73)**: Create an email list for the “best of” products in a particular category. Potentially tie it to products you can only get in a certain geography (like Goldbelly).
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Episode 71: Monthly vs Annual Subscription Billing, Fitness Events Post-COVID & Making Content To Build \$10M+ Biz

6. **Live audio workout (71)**: Have an instructor in your ear while you workout. Peloton, but only audio. Can do live classes as well.



Episode 70: Making Money In 48 Hours, Fat FIRE & How To Collect \$2M

- 7. X-Prize for companies (70):** X-Prize is a public competition intended to encourage technological development that could benefit humanity. Can this be done on a smaller scale? If a company needs a new piece of software, can a public competition be the best solution? Like a more sophisticated version of UpWork.
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Episode 67: A Very Random Episode

- 8. Crunchyroll for mid-tier comedians (67):** Netflix has become the hub for comedians (previously HBO), but what about comedians that aren't yet big enough for the big leagues? There should be a platform for these individuals, since comedians bring a rabid fanbase with them.
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Episode 66: Life Coins, Amazon FBA Rollups & Going Back In Time

- 9. ClassPass for online courses (66):** A single subscription for an "all-you-can-eat" pass to access a variety of different courses.
 - 10. Publicly traded individuals (66):** If you really believe in an entrepreneur, but don't believe in their current ideas, this would be a great way to bet on them. A possible business can be built around vetting people and matching them with investors.
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Episode 64: Trapped Data Creating Unicorns, Billionaire Punches Punk Kid & Missing Out on \$5M

- 11. Price transparency in enterprise software (64):** Enterprise software lacks price transparency, a service that can provide transparency in the space could be huge and easily monetizable, since you're saving users money. "Information wants to be free." - Richard Barton



Episode 63: Buying cash-flowing internet companies, starting job boards and building no code projects

- 12. Subscription podcasting (63):** Paid, subscription based podcasting. Opportunity to create a platform for it or to create the podcasts themselves. Not a novel idea, but still lots of space in the industry to make a dent with good execution and marketing. Andrew Wilkinson believes this is the future of podcasting.
 - 13. Save money with no-code (63):** Take current, complex businesses, reduce the cost and make them profitable with no-code. For example, if a business generates \$700k, but requires 5 engineers, it might not be profitable. With no code, there is no need for as many engineers. Almost like PE, with a focus on no-code.
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Episode 62: Lambda School for Secretaries, Billionaire of The Week, Deepfakes & More

- 14. Lambda School for executive assistants (62):** EA's pay well (\$50k+), are in high demand, and can be done without a degree. However, there is no one teaching the skills necessary to be one.
 - 15. J.D. Power for schools (62):** Providing ratings/review service for educational companies in the digital age. Would act as a stamp of approval/indicator of quality for education providers. Basically providing "trust as a service."
 - 16. Yelp for individuals (62):** For programmers, lawyers etc.
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Episode 59: YC Demo Day Startups, Airbnb Survival & Teachable Acquisition

- 17. Exporting startup ideas (59):** Taking successful startup ideas that have worked in the US, and adapting them to other geographies. Works well with ideas that don't scale as easily (non-SaaS).



Episode 56: The Recession Proof Skill Set

- 18. Matching foreign students with American universities (56):** Foreign students often pay a much higher tuition (compared to domestic students) to study in America. Providing lead gen for smaller, lesser known American universities can command a high price per lead.
 - 19. Lead gen as a service (56):** Find a profitable, but overlooked niche to provide lead gen to. For example: truck driver jobs.
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Episode 55: Lead Gen Businesses, Islamic Finance & COVID-19 Virality

- 20. B2B gifting (55):** Connecting a B2B gifting platform to Slack or Salesforce. Employers can allow employees to use company credit for gift giving and do so easily within the platforms that they already use. Gift-giving would be for clients, but also potentially as rewards to other employees. Study Edible Arrangements and why they're successful.
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Episode 54: Million Dollar Brainstorm – Atrium Closing Down, B2B Gifting & Curly Girl Hair

- 21. Sex hotline startup (54):** Study why sex hotlines were successful and start a company using the same principles, but with modern technology.
- 22. “Love is Blind” app (54):** Match with people without seeing their faces. Based on the success of the popular show.
- 23. “Just Talking” (54):** Dating website ideas for people, with no expectations to meet-up. Just for talking and companionship. Potentially with a skew toward an older demographic.
- 24. Rare books (54):** Buy the rights to books people have forgotten about (or even just buying up individual copies). Then sell these books for a premium on Amazon, because few copies exist/aren't printed anymore.
- 25. Book of the month (54):** Create a book of the month club in a particular field. Charge \$30–50 a month for the book, access to a Facebook group, book notes, and an expert speaker to come talk on the book. Romance novels would be a great category to do this in due to audience engagement.

- 26. Buying book right (54):** If you create a popular book club, buy the rights to a specific book and then make it huge. Authors don't make a lot off of books. Supporting fact: Tim Ferriss' podcast does \$1 million/mo and he has made more from podcasting than he's ever made from his books.
- 27. Digital conferences (54):** Produce a tool that can make digital conferences that provide an experience like real ones. Provide a feeling of community and serendipity. No one has cracked this yet, but many have tried.
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Episode 53: Nicotine Gum, Dating Apps For The Elderly & Tax on Vested Shares

- 28. Create an "internal Mailchimp" (53):** Add a button on all internal emails asking for a click to confirm receipt. If the button is not clicked within 24 hours, you are re-emailed to remind the receiver.
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Episode 52: AI Teachers, Deskless Workforce & The Passion Economy with Zak Kukoff

- 29. Startup for startups (52):** There is a growing trend of financial companies that cater to startups: Mercury (bank for startups) -> Ramp (credit card for startups) -> Quiet Light Brokerage (marketplace for startups) -> Centurica (due diligence for startups). There is an opportunity to cater to the unique challenges startups face that big banks and other legacy institutions can't do.
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Episode 51: Coronavirus, Being on Shark Tank & At-Home Testing Kits with Julia Cheek

- 30. Uber beats (51):** Partnering with music labels and offering targeted new music to rideshares.
- 31. Christian startups (51):** There are 40 million net, new Christians every year (3.3b by 2050). Currently, there are few ways for Gen Z to engage with the church, but Christianity is big in youth culture right now: Kanye West's new album is a gospel album. Also, Fear of God and Jerry Lorenzo are popular. Possibility for companies to better serve modern needs within Christian community.

- 32. Millennial bible (51):** Bibles are often hidden in people's homes. There's an opportunity to create a better looking bible that people would be proud to show off. I.e: the "Kinfolk of Bibles." The Bible is the best selling book of all time and it is free IP, but this could also apply to other holy books.
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Episode 50: Digital Tithing, Influencer Based Cloud Kitchens & Uber Driver Revenue Streams with Stu Iverson

- 33. The new Boy Scouts (50):** Boy Scouts filled the void often filled by military service. Some saw it as a "right of passage into manhood". With Boy Scouts no longer existing, there is an opportunity for start-ups to cater to this need.
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Episode 49: Meeting Bitcoin's Billionaire Kingpin, Boy Scouts Files for Bankruptcy & Branded Canned Water

- 34. Simplified HQ Trivia (49):** Build an HQ Trivia-like product on a platform that already has reach (Twitch or Twitter).
- 35. Educational HQ Trivia (49):** HQ Trivia for educational purposes. Marketed to school kids and their parents.
- 36. Profiting from food fads (49):** Tons of companies have become successful off of food fads (ex: alcoholic ice cream). The key to coming up with these is simply: 1) Make a side dish the main dish, 2) Turn food into a ridiculous shape, 3) "" size, 4) "" color, or 5) Create a mashup (ex: cronuts).
- 37. QVC for millennials (49):** Live auctions in the style of HQ Trivia. Opportunity here for live, mobile-friendly versions of many legacy programs.
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Episode 48: NSFW Tech, HQ Trivia & Auctions

- 38. Tutoring for extra-curriculars (48):** Tutoring is a huge market, but tutoring for kids for non-academic activities is an underserved market.
- 39. The "first one" made (48):** Companies should sell the first edition of something. Books, shoes, cars, etc. There is additional value placed on the "first" of something, by limiting the supply of it. A platform could be created to help people surface and bid on these.

- 40. The new Heritage Auctions (48):** Auction houses like Heritage Auctions (\$850M in revenue) aren't modern. Can you apply the modern, slick approach that GOAT or StockX have applied to sneakers, but to other collectible items?
 - 41. Collectibles startup (48):** Huge opportunity in the collectibles space. Buying vintage items and flipping for a higher price. Done successfully by American Pickers. Nostalgia sells. People have emotional attachment to things.
 - 42. Cheaper supplies for restaurants (48):** Items like paper towels and toilet paper can cost restaurant and store owners upwards of \$1k a month. Prices are high because the market is dominated by a couple of players. There is an opportunity to modernize and disrupt this market by providing better service or cheaper fees.
 - 43. Rolling-up businesses (48):** Huge opportunity in getting into "fragmented businesses". The goal: roll up businesses and centralize marketing for increased efficiency.
 - 44. The "1-800" model (48):** Apply the "1-800-GOT-JUNK? model" to other industries: window cleaning, irrigation, lawn care, painting etc. Also, introducing a layer of tech to make a company more efficient. For example: drone window cleaning.
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Episode 47: Robot Lawyers, Pay to Lose Weight & Prudent vs. Wild Card Managers

- 45. Bridging the virtual and real world (47):** Imagine writing on an iPad and having what you write show up on a whiteboard, or vice versa. Perfect for hybrid and remote teams.
- 46. Geo-testing (47):** Tooling that gives you the ability to test your website from other geographies, serving a video of how your website loads and looks in various locations.
- 47. On-demand drone car washing (47):** Human attempts in the on-demand car washing space have failed such as (Cherry), but drones might change the economics.
- 48. Always on AirPods (47):** With AirPods taking off and opening up SiriOS, an app should be created to allow you to have "always on" communication, where you can send someone a voice message by saying their name -- like an Alexa/Airpod hybrid.

49. Recipes via Airpods (47): Allow Airpods to help you follow recipes so you don't have to take out your phone while cooking with dirty hands.



Episode 46: Corporate Universities, Hotel Experiences & New Credit Cards with Lance Armstrong

- 50. SaaS for corporate universities (46):** If corporate universities become a bigger trend, there is opportunity for companies to serve that pipeline by providing better tech and solutions.
 - 51. Meeting kit (46):** Meetings consume a lot of employee hours, but use little tech. Someone should create a “meeting kit”, that makes meetings more automated, quicker, and more useful.
 - 52. Experience-based hotels (46):** Example: George Hincapie's Hotel Domestique. A hypothetical example: getting to hangout and ride with Lance Armstrong for four days. Hotels should tie having a place to stay, with something to do (ideally a “priceless” experience).
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Episode 44: New email clients, Sharing the craigslist office & How to keep your star players

- 53. Pay to guarantee an email response? (44):** Earn.com (sold to Coinbase), allowed email senders to pay to reach certain people. Bring this idea back.
- 54. Commerce through email (44):** Currently, people can't sell things natively within email, but if someone could develop the equivalent of a one-click purchase, this could be a massive opportunity.