

## How to Find the Perfect Business Plan Idea

Here are a few ideas and examples of ideas that would work:

1. A goat farm in Australia decided to rent their goats to people to use as an “eco-friendly” green and sustainable approach to vegetation management ([rentaruminant.com](http://rentaruminant.com)). This business is perfect for the Revenue category because it already exists and the farm creatively uses their goats in ways other goat farmers do not.
2. Two teenagers decided they wanted to make funny t-shirts that are hilarious while keeping the number clean ([shopgoodie.com](http://shopgoodie.com)). If the owners entered The Challenge they could suggest that their company provide people the ability to create personalized funny clean shirts. Though this idea is currently being done it still qualifies for our Revenue category because the innovation is with a business that already exists.
3. You do a lot of laundry at a laundry mat and it takes forever. What if a laundry mat that also provided massage, video games, tutoring, pizza and anything else their patrons may want or need? This idea would work well with our pre-revenue category because the person who is suggesting it is not currently running a laundry mat (or any other service as that). The idea is also feasible but currently not being done.
4. Dans Le Noir. a restaurant in Paris, provides a different dining experience by having people eat and drink in complete pitch - black darkness. All the while, these people are being served by visually impaired waiters. By employing those who are blind and providing a unique experience this business falls under the impact category. This category focuses on social entrepreneurship, businesses, which are businesses that have a strong focus on societal environmental and/or economic impact over just concentrating on revenue.
5. For other ideas you can also look at the attached chart as example of good and bad ideas. <https://docs.google.com/spreadsheets/d/1Eb3LndSVKaulpCchit-25qsxPQqCeZ7yJzf0LSkSmm8/edit#gid=1368573168>

Obviously these example ideas do not highlight all the possible ideas that can be submitted. However we hope that this helps in providing a glimpse into the types of ideas that will be accepted for the competition. If you have any questions about ideas please feel free to contact us at [BYUMSAsia.TheChallenge@gmail.com](mailto:BYUMSAsia.TheChallenge@gmail.com).