

Sources of Opportunity

Opportunity

Business Idea

Problems



Municipal dumps becoming filled



Private recycling companies

Changes



Increased need for security at airlines

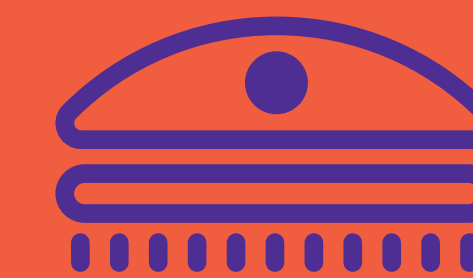


Airport security training services

New Discoveries

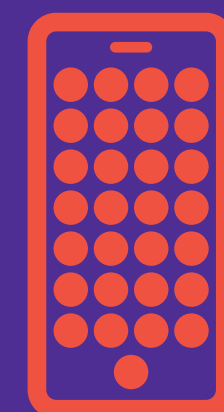


Busy people who need to clean their homes



iRobot Roomba vacuum-cleaning robot

Existing Products & Services



Too many features on cell phones



Jitterbug, a easy-to-use cell phone

Unique Knowledge, Talent or Skill



Knowledge of BMX bike racing culture in Santa Fe



Bicycle store