

9 biggest startup ideas right now (AI, B2C, mobile etc)

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SUMMARY

The podcast discusses the twelve biggest startup opportunities, focusing on innovative ideas across various sectors. The hosts, Jonathan Courtney and the main speaker, share insights on how to capitalize on trends such as creator-led content, action apps, and community-building initiatives to address loneliness, particularly in the post-COVID landscape.

- *Creator Content***: Emphasizes the rise of unscripted, live shows that foster authentic connections, particularly in the gaming and tech sectors.
- *Action Apps***: Proposes the development of AI-driven applications that automate tasks for users, enhancing convenience and efficiency in daily activities.
- *Combating Loneliness***: Highlights the need for community-focused solutions, such as retreats and social gatherings, to address increasing feelings of isolation, especially among adults.
- *Elder Tech***: Identifies a gap in technology solutions tailored for older adults, suggesting opportunities for apps that cater to their specific health and social needs.
- *Hobbies for Adults***: Discusses the growing interest in adult learning and hobbies, advocating for businesses that offer creative workshops and experiences.
- *AI Employees***: Explores the potential for AI to take on junior-level tasks in businesses, freeing up human resources for more strategic work.
- *Personalized Nutrition***: Suggests creating health solutions based on individual health data, particularly for specific conditions like GERD.
- *Pet Health***: Points out the burgeoning market for pet health technology, advocating for smart solutions that enhance pet care and well-being.

I have one goal and one goal only today. It's to go through the 12 biggest startup opportunities. So, uh the other day I tweeted and it went viral, the 30 biggest biggest startup opportunities, B2C, AI, mobile, and people just wanted more. They they wanted they want to know more. So, in this episode, I want to go through my 12 favorite ones. And well, it's not just going to be me. It's it's my friend J Ice Cream, J J Ice Cream, Jonathan Courtney on the pod.

What's up? Welcome. And you're going to pick six and I'm going to pick six, right? That's it. I'm going to pick six, you're going to pick six. Who knows, maybe one of us will pick seven. You never know what's going to happen. >> You never know, so you're going to want to stick to the end. Um I think people who do stick to the end of this episode uh are going to have a good understanding of a bunch of different categories that we are building businesses in. So, we're sharing the sauce live. We hope that you actually take these ideas and build with

them.

>> [music] >> And uh maybe you want to start off. Oh, okay. So, >> [music] [music] >> looking through your list, uh the very first one that jumped out to me as something I think that's going to get bigger and bigger and bigger is number eight, which is biggest creator. So, what you wrote is that the biggest creator is going to have this combination of live shows and unscripted and as someone who plays a lot of video games, I'm exposed to a lot of these creators who create who uh put out their content on Twitch. And it was interesting to see what is it TPBN or TBPN, whichever way around that is, the tech show that's playing on X uh all the time. It was interesting to see that hit the tech scene because it's been in gaming for a very long time. And I think some of the things that the tech like world can learn from gaming is this more unscripted kind of, you know, off-the-cuff kind of streams. And I just have a couple of examples if you want to see because I follow a lot of these streamers and I try to emulate them in my content. And I think it's it connects with one of the things you said like later in your list, which is like it's a bit anti-AI because it's live, because it's unscripted, because things can go wrong, people actually want to watch. It's very, very human. So, I'll just take over the screen for a second and show you uh Twitch. So, Twitch I think most of you know twitch.tv.

It is a place where people live stream. And this is an example of a live stream. So, this is actually a relatively popular streamer, um a guy called Jeff Gerstmann. So, he's just one of the people I watch and I pay to watch his channel, and he does these like three to four times a week, three to four hour long streams where he just sits there talking unedited, like as messy as it can be, and just chats to his audience and reacts to his audience.

And pretty much everyone I follow, this guy is live right now, Druski. He plays a game called uh Marathon. If any of you guys are playing Marathon, it's a great game. You should play it. But this is a perfect example. So, right now, and this is a smaller channel, but right now, you know, 247 people are watching this guy live. Um people are paying A lot of people are paying to watch this guy live, and he's just sitting here playing a video game that he wants to play anyway. And this is something that also scales up to like something that's a bit more official, like let me show you uh Giant Bomb. So, these guys are Let me show you the kind of funny guys. So, they also stream live every single weekday. This is more close to what you see with the TVPN.

What actually is it? By the way, it's I I it's hilarious cuz you remind me of the people who like the old older people who'd be like chat GTP, you know? Yeah, I still I still can't remember any of these things. What is it TVP >> TVPN. >> TVPN, yeah. And And by the way, if you're listening to this and you're like, well, why do I even care about you know, streamers, you know, gaming streamers? The reason why you care is TVPN sold for over a hundred million dollars.

>> Yeah. Yeah. And it was a business show and you know, in terms of viewership, it didn't have a huge viewership, but it had a super high value viewership. So, the idea here is what are other high value audiences that need live shows? Yes, exactly. And live, it doesn't have to be hyper scripted. Like you wrote in your tweet, this guy, Jeff Gerstmann, again, who's one of my favorite examples, he just turns the stream on and he has a couple of broad topics and he'll talk for hours and hours. And I think anyone who has that skill of just being able to talk long-form about anything is going to have I think it I think the ability to make just to go online, just to be

able to talk while you're maybe doing something else, especially in the business context, is going to be huge and is going to be really differentiated.

Like almost all business content out there is very polished. It's very Like, for example, almost every like pure business podcast, like The Diary of a CEO is one of the biggest uh purely business-focused ones. It's hyper polished. It's all about interviews. What I'm trying to do is I'm trying to take all of this inspiration from the Twitch streaming world and turn that into the very unpolished gamer style mess, but with the business context. So, that's something that I think from your list is going to be bigger and bigger and bigger as AI sanitizes a lot of stuff. I think more people are going to want want to listen to more authentic people speaking long-form, unedited, unscripted, and live. So, I think that's a huge one, and it's exactly a bet that I'm making for my own business. It's what I'm doing personally now uh every Tuesday, experimenting with it, and yeah, I'm I'm all in on that topic.

Cool. I like that one, and I just I know people are going to be like, "Okay, but how are you going to make money if you're just live streaming live coding all day?" And Yeah, I mean, what There's literally a million ways to skin that cat. If you have thousands of people tuning into you every stream, and these are people who like have such a high affinity to you that they're begging for ways to to to give you money.

I mean, I can just tell you too like So, I have only one to two one to 2,000 people tuning into me every Tuesday, and that business alone can make 4 to 500,000 euro with no ads, with nothing else other than me selling like in-person events or like even merch around the topic of what I'm talking about. And so, it really can be with a tiny audience, you can really build something special there. And I think if you look at the Patreon, a lot of the Patreon numbers are public for a lot of these podcasts and a lot of these shows that I'm talking about, and you'll see sometimes they're bringing up to 70, 100,000 a month just from people sponsoring their Patreon or just from people paying for their Patreon, and it's not it doesn't require a huge amount of listeners to make that work.

You don't need to be Greg level to make that work. I have a tiny podcast and it works. >> Who is that Who's Greg? All right, I'm going to I'm going to go to my my my favorite one here and it's it's one category that actually has like 100 ideas or more in it. So, uh it's what I call action apps. So, if you think of um mobile apps, um I you know, Instagram, TikTok, Uber, DoorDash, you name it. You basically scroll and and then it like feeds you stuff or uh you know, if you're logging into a CRM or something like a Salesforce, like it's it's asking you the human being to do things do things. But with AI, you can actually create apps that do things on your behalf.

Clearing your inbox, booking your calendar, you know, filing expenses. So, not not having the human actually do something, but the agents actually do something. So, the opportunity is in there, you know, basically looking at a bunch of different apps where it's like if I were to make this agent first, apps that do things for me, not apps I stare at and that rely on human beings, what can I reinvent in mobile such that uh you know, I'm a first mover advantage.

So, action apps as a category, Jay Ice Cream, what do you think? I think it's great. I think I'd love the idea of just

having something that just takes action and I don't have to do anything. Like I don't or I pay for Superhuman Mail. I still it's supposed to be, you know, like a super AI optimized inbox thing to get you to inbox zero, but I still have to do everything manually myself. I mean, I know exactly how these action apps would work, but I'd love to be able to just plug something like that into my email, my superhuman, something that somehow learned about the way I want to do things. Why doesn't that already work? Like, why doesn't it already work that I've been using Gmail, superhuman, whatever for years? Why doesn't it already just know what to do?

Why isn't this happening? This reminds me of like, you remember back in the day when mobile first came out and then a lot of the web companies took a while to become mobile first, right? Remember? Yeah, I mean, I remember Facebook having a very painful transition to mobile. Exactly. And that's why they bought Instagram. Like, Instagram was basically the mobile-first version of Facebook, if you think about it. I think the same thing is happening right now with agent-first apps.

So, it's going to be hard for companies to basically do the transition to become agent-first. And I think that's the opportunity for people listening right now. Do you think that, from a user experience perspective, if the product is too automated, that it feels like just just from a pure sense from the user that it might not feel as valuable, that actually me clicking on stuff and doing things is what adds to the sensation that this thing is worth it? I wonder is there's some element of all of this of if it's fully set it and forget it, would there be such low user engagement that people would consider canceling it and wouldn't understand the value? I'm just I'm wondering how that's going to play out. Like, there's Do you know this product called Incogni? No.

So, Incogni is like in the background, Incogni like gets you removed from all of these different lists that, you know, spam you and send you emails, whatever. It's like a privacy piece of privacy software. But, you never really hear from this but you pay for the product, but you never really you never have to interact with it because it's all happening in the background automatically. And so, every year when I when like, you know, I get the bill for Incogni and it's like, "Oh, that's still running in the background." I kind of don't feel the I almost feel it sounds really stupid, but I almost feel if there was some level of me having to interact with it even a little bit, it might improve or it might increase my engagement with the product and my uh retention. It's a completely random thought. I'm just wondering when a product gets so clever that you can fully set and forget it, I'm curious to see how the retention gets hit when these things start happening. I want it to happen, but I'm curious. My take on that is what you're describing is is like a customer going into the kitchen and just cooking themselves their own meal and being like, because they've like cooked this meal, they're going to enjoy this steak way more. And my perspective is people just want convenience to the max. Convenience to the max.

You know, and human beings are like lazy by definition. Um like we're always looking I shouldn't say lazy. We're always looking for the path of least resistance. Yeah. And I don't blame us human beings because life is difficult, right? So, if we're going to eat a steak, we just want that steak, you know, cooked right, you know? And I think there's going to be just this whole suite of apps. Like I think someone can go and create a studio that just focuses on action apps.

And I think those, you know, assuming they're picking the right niche, assuming it's a real pain point, assuming

the customer has willingness to spend on that pain point, there's a huge opportunity to go. And I I actually go and create these apps, and I actually think that those apps end up getting acquired, similar to how like the Instagrams got acquired by Facebook. Um and you can use, you know, you don't need to build the AI from scratch, right? You can integrate with Claude Agent SDK and other other SDKs in order to build these things. So, you're basically building a layer on top of it.

You know when people were talking about GPT wrappers? Mhm, yeah. Well, yeah, now we have like agent wrappers, right? That's kind of like where we're at here, and I I I'm I'm starting to see people pick up on it, but I think the mobile-first version mobile-first plus agent plus niche plus willingness to spend plus work boring you know, workflow plus if you can figure out how to reverse engineer the TikTok or the Instagram reel to get people actually into the app, that's the workflow.

Easier said than done, of course, um but that's an interesting category I'm spending a lot of time thinking about. All right, give me an example. Sorry. Can just just to get it in into my head properly? Yeah. An action app. What is What is and like for for a specific topic, maybe like email, what would an action app look like to you? Is it doing one small thing within a main product, or is it a product within itself? Like how do you imagine it?

Well, using email as an example, that would just be what does the AI-first version of Superhuman look like? Mhm. And when you go or Gmail look like, or whatever email app you're using. So, when you go into an email app today, it really relies on the human being to do things. Yes, a lot of the Gmail's of the world uh email apps have AI bolted on, Yes. >> don't have it as the core experience.

Mhm. So, you have to, you know, it's not And it's not easy, but you have to reimagine the the core UX of email, and and it probably isn't a list of here's all your emails, cuz that's just daunting. Um maybe it's every single day I'm going to I'm going to send you um Maybe it's like you you download an app, it learns about how you like to answer certain things, and it basically says, "Hey, we're going to answer 80% of your emails via [clears throat] agents."

Like you're you're you're like Those are our emails now, and we're only, you know, keep your Gmail, but those 80% are going to be automated, and we're going to give you an interface around just managing how the agents are interacting. Yes, and we're only going to show you the one or two emails per day based on the conversation you have you've had with the agent or whatever that I don't want to respond to because it seems too important. But like, here's what I was going to say, can I say yes to this? That's kind of the holy grail of email, basically. Exactly. All right.

Okay, I understand it. All right. So, for me, my next one that jumped out for me from your list was just number one. Uh not not because it's the only one I read, I'm just kidding. It's the loneliness, solving loneliness, third spaces, community apps, IRL. So, and this connects with a couple of the other things. I think the loneliness thing especially since COVID has just been insane. Like it's really crazy. I I I think like there was a time where people used to view like my parents' generation and their parents' generation as being very lonely and spending all their time at home watching TV and not interacting with other people and not going out. There was like this

People would talk about it. There was like TV ads for it in Ireland about, you know, older people being lonely. And now I'm seeing that in my generation of people in their mid to late 30s who just stay home all day on the internet, you know, consuming content, just consuming.

And I think this what what you've put in here, this third spaces, community apps IRL, I think it's not just a huge like business opportunity. I think it's also like something that needs to happen for the good of humanity. Mhm. And I think for me this is the thing that I'm This is one of the ones that I'm personally chasing and personally experimenting with. We ran um a retreat in February, which was 5 days off the grid, so no internet, no phones, no tech, nothing. I think I invited you to it you to it. I don't You didn't turn up actually. Interesting. Um >> [laughter] >> I'm too glued to my phone, bro. Exactly.

So no tech Actually, two people pulled out because they got so locked into Cloud Code. They're like cuz Cloud Code was just ramping up. They're like, "I cannot come to this event. I need to be on Cloud." So we decided to to create this thing it which was like in the kind of sense of a summer camp where people from all over the world come together. There's no phones, there's nothing. You're completely separated from everything else and you just hang out. You like do art together, you whatever. You hang out for 5 days. And it was an amazing experience. And this is something that I did it. We We basically broke even. It cost like \$90,000 to run. We made \$90,000. But I did it so that the people who came to it could do their own versions of it. I don't want to be the person bringing this out to the world.

It's so hard to do it. But if someone could turn that into a business, if some one of those people could turn that into a business, something that brings people together, something that brings people into the real world, I think it's going to be totally like it's going to be something that's explosive. And And what you've put in here is it doesn't have to be just in person. I'm assuming you haven't heard of the Discord group called Dads of Marathon.

>> [gasps] >> Because it's very niche to one video game, but there's How many people are in this right now? So this is an example of like a digital environment community that's exploded and I'm part of and it's absolutely amazing. There's 13,898 members. It's a Discord group of dads or basically casual gamers who don't have time to play video games, who don't have time to play competitive video games. But because this is a cooperative game where you have to talk to people and they know you're not going to find other dads to play with who you know, because, you know, people don't have your hobbies anymore. This Discord group, Dads of Marathon, has been my like central community for the last 3 months to find other people to play this games game with and it's the first time I've actually made like friends, you know, purely online in a very long time. And so I think these niche communities around actually talking to people, actually connecting with people, actually doing stuff together, in this case it's a particular game, is it clear like that's almost if you look at the amount of players playing Marathon right now, there's almost more people in this group than actually are playing that game. It's insane. It just exploded. And that is Listen to how niche that is. It's a niche game and someone has created a community for dads who are playing that game.

Like it's so insane and 13,900 whatever people are in there. It's super active and it's an amazing like community experience and I'm so happy people went and did that, but it shows that there's this like thirst for connection

both in person and online and those are the spaces that I'm looking into at the moment. So, here's my quick take on loneliness, the opportunity and the impact. So, look at this chart. I don't know if you saw this. Americans with less than one close friends is almost at 22%. It's at 22%.

Yeah, that's terrible. >> Basically, almost a quarter of Americans have no close friends. So, from an impact perspective, I completely agree like we need to do something about this. From a business perspective, I think that you can actually create a bunch of great businesses that help people with loneliness. You gave such a great example of dads playing marathon. That's a marathon. People like I I bet you would pay a monthly fee.

Oh, 100% 100%. >> Right. >> even if they sell something, I'm going to buy it. If they sell some anything. Exactly. So, if we can just if we distill that for a second, you know, you picked a game, a niche game with a niche dads. There's an opportunity to do dads play XYZ. Like >> Yeah. games, hobbies, different niches and you can go create the dad company and that's just a huge opportunity solving loneliness for dads.

Right? Yeah, especially men. We're not good at I mean, I don't know how you are, but I'm quite a I like I have to be reminded to to social. Yeah, I'm I'm not great at it. I'm not great at like reaching out to my friends and saying, "Hey, let's do something." And so, this Dads of Marathon thing as an example, is the first time since I was 14 first time since I was 14 years old, I'm 38 now, that I actually played uh like a shooter competitive multiplayer game with other people because of this Discord group.

Well, I would play I would play with you, but um I would play There's two companies I want I want to highlight that I think are doing well in terms of just to get people's creative juices flowing around building businesses around loneliness. So, one is a company called 222. Um have you seen this? Never heard of it. So, um I'm a small investor in this, like so small. Um but basically, you take a personality test, so it says, "Start by taking our personality test so we can determine your most compatible matches.

Choose an experience, so you can just decide if you want dinners or cocktail bars or salsa nights or basketball games, and then you meet you know, five to seven different matches. And you actually go and do that thing with these people in your city. Mhm. And they are absolutely crushing it. So, like as an example, you know, uh uh uh dinner, cowboy hats, and cocktails. Kind of kind of random, but Th- This is amazing, and you know what?

People listening to this podcast right now are thinking, "Oh, yeah, but this these guys have already done it. It's already done." First of all, n- very few people want to even do this type of business. This is This is a type of business where you have to be a specific type of person to even create it. Yeah. And so, if you happen to be the type of person who likes to bring people together for experiences, if you happen to be a goddamn uh someone who enjoys organizing events, you might be at some sort of crazy advantage right now because I can tell you I do not like doing those things. I do it because I think it needs to be in the world, but I want other I don't want to do it. I don't actually find that that's not my thing at all. I'm too much of an introvert. But that is that is a killer business for someone who likes to organize events and be around people.

>> Killer killer business. Um I want to go to our next our next uh category. But before I do that, quickly, if you do want to create a business like this, you know, a membership model makes sense. Um so, you know, I I'd encourage people to look at memberships. Um and the beauty about that is you're getting recurring revenue. The other company that's really interesting uh in this space is a company called Fabric. So, you can see they do 75 plus gatherings per month month. They're in New York and Chicago.

They've got 500 members. Um and it they have just a huge wait list of people waiting. Um says they have no lengthy wait list, but I'm pretty sure there is a wait list to join. Um no affiliation with this at all, but it's people apply, you get access to these spaces. They I think they're like 5 to 10,000 square feet. And then you participate in these gatherings. And the gatherings are just these events. So, they're basically an event company. You know, you hear about how there's an issue with commercial real estate right now cuz you know, office spaces is not you know, doing so hot. So, they've just retooled that into community infrastructure. And I hear they're doing really really well. So, and a great example of, you know, a business that I think is doing well um in terms of traction, but also making impact. All right. What's the What's the next one you want to talk about?

Oh, I I think uh I went. That was my one. Oh, that was That's true. That was your one. All right, so my turn. I want to talk about elder tech. So, I like the name. Elder tech. Sounds uh mysterious. Everyone is creating apps, businesses for like what we just saw, Gen Z and millennials, cowboy hats and dinners, speakeasies and this, right? Yeah.

Who is creating apps and companies for older adults? There's 70 plus million boomers in the US. And there's a ton of underserved niches and pain points that they have. And AI specifically is one of the greatest ways to help those people with things like hearing, mobility, social, memory, [clears throat] and vision. And there's this thinking that um if you're creating uh products for older adults, you know, in the positioning, in the landing pages, you you need to show like old people and gray hair and white hair and balding and stuff like that. These people don't want to don't see themselves as that. Yeah.

>> They They just want products that are going to make them happier and healthier. And I think there is a ton of businesses to be created in elder tech, which is basically this, you know, the technology for older people, uh mobile apps, desktop apps, agents, AI with some hardware. What do you think? Dude, first of all, what age range are you talking about here in your head? Like what are you imagining? Uh 65 plus. 65 plus.

Okay, so my main business, facilitator.com, originally our assumption of our audience was it's going to be people in their 20s working in tech companies. When we started doing Facebook ads and just stopped trying, you know, like putting them out there generically and seeing who would come in without doing like very specific targeting, it actually ended up that the most customers are our most valuable customers are all like over 45.

And it completely shocked us because all of our advertising is very silly, very I mean I'm in the ads being goofy. If you go to facilitator.com, it's kind of a cool looking website, but our like the people who can spend the most money with us simply because they are the highest earners or have built up the most savings are the people over 40, over 45, over 50. So, just to say the age range thing is such a big thing because we're all told when we're

building products, we're all sort of excited to build stuff for people in their 20s because I guess that's the sort of explosive growth range, but if you're just looking to build something that makes a couple of million, looking to who the who actually has the money and who's not getting a lot of cool [__] made for them.

And again, this falls into the Dads of Marathon thing. You know, a couple of the people I'm playing with are over 50 and they're loving the fact that there's this place now to hang out. If you're bad at the stuff, again, you know, video games are all all gaming stuff is targeted at kind of a younger cooler audience. And also especially with competitive video games, if you're not good at it, if you're not young, you're not going to be good at it. So, older people are sort of left out and I'm I'm even in that range. And it's been really cool to see again, Dads of Marathon, it's almost like a piece of elder tech targeting people who are no longer able to you like I can't I'm not twitch like speed anymore. I can't like be competitive anymore, but you just want to enjoy yourself. So I think that is a huge even if you expand it the age range down to like the the 40s as well. There's so much scope. There's so much stuff you can do there. And I think it's a shame to only be targeting people you know like late teens, 20s, 30s because it's the people in their 40s and 50s who have a lot more also free time. You know, their kids have maybe moved out as well. That's a huge target customer for us at facilitator.com is people whose kids have already moved out and they're looking to retrain. It's a it's an amazing market and honestly sometimes these people are just more enjoyable to deal with. I mean when you're creating a business sometimes you don't need to overthink it. So >> Yeah. fish where the fish are. Yeah. And everyone is fishing like everyone is trying to create apps for gamers, let's say, right? And the gamers are between you know, 13 and 25. Yeah, like the Roblox range, you know.

>> Exactly. So what you're saying is like the dads of marathon is like way more way underserved. And what I'm saying is you're so happy you found dads of marathon. Where's the grandpas of marathon at? You know what I mean? >> That will be very relevant in like 10 years as well when gamers are graduate now that whole audience is getting older and older. It's getting more expensive to game. The only people who are going to be gaming are older people.

>> Exactly. So for you know, in terms of like opportunities, I think that just like coming up with ideas around 65 plus is not only a good business to be in because you're fishing where the fish are. But you're also going back to the loneliness thing Yes. >> going to actually make impact, which is so cool and so fun, you know? And and hot tip, everyone keeps telling me, "Jonathan, Facebook ads don't work anymore because no one uses Facebook."

You're wrong. A very large amount of people use Facebook. They're just not in your age range. And we have people like buying our product every single day who've just heard about us on Facebook on the same day. They just happen to be like 50 or 55 or 60 years old, and they're not using Tik Tok. So, or YouTube. So, I think it's it's just we're sometimes a little bit out of touch with the market because of our age range.

I I definitely know I am. All right, your turn. That's a good one. That's a really good one. Honestly, that's a really That's really powerful. Um I think like uh maybe connected to it, but not 100%. So, number 23 from your list uh made it into my top six, which is biggest hobbies, adults learning for joy, pottery, woodworking, and drawing. And I chose that because I literally ran a painting essentially a painting retreat uh in February for

adults, most of whom were over 40, and most of whom were in this uh you know, older range who had who had um their kids had moved out, maybe they're They've been working in corporate for a while. They're looking for a change. They're looking for something different to do.

Um and so, I think the age range of that group was maybe between 35 and 65. And people just wanted to take time for themselves to not learn like some business thing, to not learn some tech thing, but to actually just go and do things that make them feel joyful. And in this case, it was primarily painting. Um and this was like something I again, I've never run a painting retreat under my brand, but I wanted to try it. And this was something that like sold out essentially instantly.

And I'm a huge huge fan of creating creating like small a small business or small communities around these topics. Mine like painting, music, um like gardening is a huge thing. I think I just think it's an amazing thing to go into. Again, there's not a lot of competition because not a lot of people even want to do this. Like it's kind of seen as like a boring thing and that's why there's not a lot of competition. Can I show you something real quick? Yeah. Um so I have a friend, he's a comedian [clears throat] and he has like a new sort of reinvented himself as someone who helps people find their inner artist and he has a space um called Dr. Tyler Lemco's Creative Club and he hosts these events um where see So I love this and I want to go to it already. Like this is I would spend money on this. I don't even need to know more and I would spend money on this.

Okay. So he hosts these events um and it's people who don't want to use their iPhones, who just want to go and make something. >> [clears throat] >> Yeah. And so like here's you know, the paper lamp workshop. I [_] love this. This is This is like more of this needs to exist in the world. And it's This This [_] needs to exist. Yeah. So you can see here like they're making paper lamps and it's people like drinking tea and paper lamps and he charges for these events. Yeah.

>> Starting to do really well and he has a space and And just you know, people are going there on their first dates, or they're going there, you know, just cuz they don't want to go to a bar and drink. So, I think this is related to a lot of stuff we're talking about. I think this is a no-brainer idea. Um and um I think you're going to start seeing more of this. It's It's great. And you see this as well with like book clubs as well, even paid book clubs. There's one in Berlin. One of my neighbors [clears throat] was chatting to me uh last week, and he said there's a book club in Berlin every Sunday, and like 85 people turn up to it every week and pay for it. Not saying this is some huge money-maker or something. I'm just talking about the popularity of a book club because people just want to find a place to hang out and see other people see other humans and get away from their computers. I think the pushing back against screens, pushing back against all of this stuff >> [snorts] >> is it's creating a lot of space for that.

It's creating a lot of space for in person, for this you know, helping people with hobbies. Also, by the way, a lot of people when you get to my age, I can tell you a lot of us don't have any hobbies, and we need to even see what there is to do. Like if you've worked your whole life, if you've been like busy your whole life, if you've had kids and you've been like locked in on all of that stuff, a lot of people like they stop having hobbies when they're like 18 years old.

And when they kind of come out of the tunnel of being busy, I'm just talking about this like from my own perspective. Like I said, I haven't played video games really properly since I was 14. I'm like now like, "What do I do? Like what are the things that someone does when you actually start having free time again?" Um and I think there's there's a huge There's it it's a it's a really good one. The list is really [_] good, man. All right, I appreciate it. All right, I want to go I want to do AI employees.

>> [laughter] [gasps] >> You're not going to believe what happens next. I mean, I did a whole episode on this. Uh how do sell \$5,000 a month AI employees with my friend Nick. And I think it's just there's a huge opportunity to look at um white-collar work. Social media marketers, marketing managers, ops people, and think about how can I go and set up a Hermes instance and open something and just go into businesses and set these things up for people and either host it yourself, host it in the cloud, or or just teach them how to actually go and do these things. So, I think that there's still I mean, it's it's it's one of those again, all these ideas are pretty obvious, but I think this is one of the most obvious ideas that if you go and create and manage digital workers for businesses, and I think you have to figure out what niche you want to play in because there are a lot of people who are going after this. So, maybe you you know, you focus only on account you know, accountants or law firms in Germany or whatever, but I think that there's a there's just you know, thousands and thousands of companies that are going to come and do this, set this up, and there's opportunity for all of them. So, AI employees, what do you think about this business? So, immediately the first thing that comes to mind is we're myself and the producer of my YouTube channel, we are kind of like we we don't have enough people, but we also for that new business don't have a huge budget for having someone sitting around and waiting around to do the work. And there are things that we just need to do for that channel that are so not creative, but just need to be done, but there's also no like AI product that solves it yet. And so, would need a workflow, would need an agent. An example of that, really simple example is when I put out my podcast episode, chapters need to be added to both the video and also the audio version, and also I need to have clips created so that we can look at the clips and then decide which ones we're going to do and we'll do the thumbnails, etc. But just that would save us so much time that that would essentially be a junior employee's job that right now doesn't feel like the right thing to do, but if we were able to dip into that like, you know, monthly, okay, we can have this junior employee agent set up for a certain amount of time until we can hire someone to do it maybe and and and scale it up. I think that would be insane. The problem is actually, I think the problem is the use cases are again, this might be a verticalization thing. I think people like me who run businesses don't actually know the use cases that agents can actually do. Yep.

And if I opened up, you know, we use someone in your comments might now be writing, "Hey, use Opus Clip. It actually clips up the YouTube episodes for you." Yeah, but then I have to go to Opus Clip, I have to type in the I have to put in the YouTube episode, I have to wait for it to finish, then I have to check all the clips, and then I have to decide which ones I want to do and all that.

>> a bully, you know? >> Yeah, exactly. So, it's not it's it's not solving the problem for me, but I think that the companies who are going to nail this AI employee thing are going to be the ones that can show the use case crystal clear to founders or or managers and say, "Hey, this employee can do this, this, this, this, and this. It's It removes this much work from your day, and it costs a fraction of the price, and we can switch it on right now.

There's like a one-time setup for you, whatever." Um Yes. I honestly think if you could if you could make the use cases of that crystal clear, it would be a no-brainer. Yeah, I think you're right. The verticalization is going to be key. The way to think about this, if anyone's actually serious about going and building something here, is pick the vertical and pick the job title and then go and think about all the jobs to be done for that particular job title. So, for example, you know, the what you talked about, like a YouTube producer. Like all the or YouTube editor or junior YouTube editor, producer, something like that. It's like go and go and ask, you know, chat GPT or or, you know, Claude or whatever to write out all the jobs to be done of that person. Like, what are the 50 jobs to be done? And then if you're agent or you or your set of agents or digital employee can go and do that at a tenth of the cost, you have a very compelling offer. And then over time, what you do is you just add the jobs to be done. You know, first you have like a few few jobs to be done, two, three jobs to be done.

Then then you make five and then 10 and then all of a sudden you do have a true digital employee that you could sell. I think there's a lot of opportunity here. Um so I really like this idea. Um Can I give you guys an So, here's the company. The company's called juniors. Yeah. And it's about getting junior employee because I think right now there's not enough like trust in the market for AI for founders like me to say, "Oh yeah, it's going to replace any of senior employee." But if the company was coming at me and saying, "Hey, we know it's not about replacing or replicating a senior employee. We know it's about more of the junior work." And but every single company needs junior employees as well.

And so that's By the way, someone go grab the domain junior employees.ai is available. Go and build this company. Um and that's why you listen to the podcast and that's why you like it and comment and you subscribe cuz we just give away everything. We give it away. So, I I do think I yeah, I do think that it's a great a great positioning and I I do think that that I like that brand. So, thank you for that. Um Because imagine how cute you can make it like you can make a video of some person trying to like it's like the skit could be someone saying, "Hey, AI is going to do everything." But then the founder is like, "Oh, but this sucks.

This is not a good output." And so the concept behind Juniors is that you're still the creator, you're still the company, and you're making all the stuff as a human, but there are just things that slow you down and make you more like they just get in the way that you probably would love not to do. And believe it or not, agents can actually solve these things now. Um and maybe you could even have a brand where where you 100% are against AI doing any creative work.

Yeah. And so that would also appeal to everyone in the creative world that I'm in because everyone in my world hates AI for creative work. It's like everyone's against it, but is very positive on AI for sort of menial annoying tasks. So, I think that it could be a really strong branding. Just this sort of Juniors, we're here to help you get more done, not to replace your creativity, etc. What's your next one? All right, here we go. So, we're getting close to the end here.

I'm just looking which one I want to hit. So, for me, part This is like a personal one, number 32 from your original list, which is Biggest Food. So, personalized nutrition based on blood work and >> [laughter] >> butt biome. Gut to biome. So, I pay for a service already in Berlin. It's called Aware. Uh I don't know how much I pay

per year for it, but it's a lot considering the very little that I get. And the idea here is that you get like a very extensive blood test multiple times per year. It all gets dumped into the app and then it gives you [_] no information. So basically what I do is I export it all and put it into Claude and I'm building sort of like a brain of my you know for me in particular I have a lot of stomach problems. And so I have a literally one of my Claude projects is called let's just I'll read the exact name of it. Stomach helper.

>> [laughter] >> And stomach helper for me has all of my blood test results relating to the Aware app I'm using but also all of the results from my gastro gastro doctor whatever. And this is help this is the thing I go to and ask hey like I'm feeling this thing I've eaten this thing could it be related whatever and I know it's not perfect and I know it can give wrong answers but it's clear that I'm having to build something for myself that I'm not able to find on the market and I'm not able to pay for. And I think when it comes to nutrition when it comes to this particular one I think it's all about the verticals. I don't think it should be generic health.

I think if you would do a business just for people with my problem which is GERD g e r d it's like when you're this like valve in your stomach is loose and the acid sort of comes up and you get gastritis and all of this like millions and million like I I don't know it's like 30 there's a huge amount of people in the world who have this it's a massive amount. But I can't get help. I have like relatively good amount of resources to solve this problem in my life with doctors all over the world and I can't find any central way to solve this problem. You know, one doctor sticks a camera down my throat, another doctor gives me a blood test, another doctor says, you know, try this diet, and then then another doctor says, take these pills. And there's again, there's no central point. So, for me, this is if someone would come along to me and say, Jonathan, this is the one-stop shop.

We've got the tools. We we'll be the central brain. We'll be like the project manager. We'll help you figure this stuff out. That would that there's very little I wouldn't spend on solving a problem like this. And then I would want the holistic approach. Yeah, then I want you guys to send me the food that I can eat, and etc., etc., etc. So, for me, being able to get personalized, not just personalized nutrition advice, but also maybe that this company s- you know, sends you the food, or recommends a chef that's like certified for that specific thing. Um because meal plans I yeah, it's it's it's for me, this is a huge problem, and I'm still not seeing the I'm still not seeing the vertical the verticalization.

>> Verticalization. You're basically What you're saying is like, there's a lot of apps and and and offerings for horizontal, but there isn't like the verticalization and the specificity that you'd like to see. >> Yeah, I don't want to lose weight. I don't want to You know what? There's loads of these things that are all bundled together. I want to fix my god damn leaky valve. Have you seen this? Have you seen Zoe? No, I've never heard of it.

Zoe is a really interesting business. So, the way it works is you get a test kit, Yeah. and it test your your microbiome DNA test, see? And then based on that, you download this app and it gives you personalized evidence-based nutrition feedback. So, it's sort of a mix of in some ways like a you know, a test like a 23andMe meets a AI food tracking app like Cal AI, which does 50 million in ARR, and then personalized food advice. I think what's really cool about this is it shows a a new model for how people are going to create businesses, and then I'll get to your point around making it more specific in a second.

Where I was coming from with this nutrition category is for the first time ever, you have human beings, millions of human beings, actually testing the data for how you're feeling in a in a health environment. You're These tests are now possible. You have, you know, Function Health, for example. People going and spending hundreds of dollars, thousands of dollars a year to get and learn everything about, you know, their health markers. So, you have these health markers, people are uploading it to the cloud, and then they're asking AI to help them figure it out, or and or they're asking their doctors. So, the opportunity in this category is to do something like Zoe, but to your point, uh go even more specific. So, you can do Zoe for XYZ issue that you have. Zoe for men.

Zoe for uh you know, you you know, Zoe for uh people in in Germany, right? So, there's a lot of opportunity to look at where [clears throat] are people going to be getting more and more data around health markers, and then how can you create an app or an offering that combines not only insights around those data markers, not only an app that has AI built into it that helps you, but also speaks to the pain points that someone is feeling in that moment. Yes.

That's that's nutrition. And look at look at the stats for the US alone. Approximately 60 million Americans about 20% of the US adult population have GERD. And this is why when you go into like a CVS, you have all of this antacids entire rows of them. I think that's the hint of how you find your verticals. Go into a CVS. What is the over-the-counter stuff that you're seeing the most of? Well, that's probably the problems people are having. I mean, I can think of a couple off the top of my head.

Obviously, something like GERD. Migraines would be a huge one. That these kinds of things are so hard to solve for people. And if you can solve them, you can improve their life by like, you know, up to 80% just their well-being. But there's very These things are usually very kind of holistic. But often, I'm not looking for something holistic. And I think what these AI tools can do, they can what they can enable is this sort of locking in on one topic and helping people with that. And I would just Hey, if someone thinks they can solve this [__] for me, call me.

>> [laughter] >> I want to do another one relate not related to humans. Sort of the opposite. Um pet >> Opposite of humans. Pet pet health. So, I did I did some I did talk about health in some of these in some of my list, but I think what's really underserved is pet health. So, you know, you're starting to see things like you know, putting on collars on our dogs and stuff that looks at heart rate, step count, sleep, things like that. And it gives you a report.

Pet industry is massive. 150 140 billion dollars. But a very small percentage of that uh of of [snorts] pets have smart monitoring, have some of these like smart AI tools on top of it. So, I think there's just a huge opportunity to do a lot of what we talk about on on on the podcast around AI AI agents, um but applying that to pet health to make pets happier and healthier. And as we know, people spend a lot of money on their pets. Um and I think there's just a lot of ideas around helping pets be more happy and healthy with AI with AI agents, um and then also using hardware.

Um so, you can go and look at just pet devices and think about how can I inject a \$30 AI brain to this to make

this better Mhm. and better product. What do you think of pet health as a category? I used [clears throat] to have a lot of pets as a kid, but I haven't really had one as an adult. So, it's it's something that people people are obsessed with their pets in a way that they were not.

When I was a kid, they were just running around the place. No one gave a [_] to be honest. Now, it's Now, it's people's baby, right? People are obsessed with it. They want to give it the right food. They want it to be like taken really well cared of. It's like a member of the family. And I can't imagine it going any other way other than pets with their own eight sleep mattress covers. So, I I can imagine it would be huge. I've also listened to um you know, the Tim Ferriss podcast. Kevin Rose often talks about his dog and dog longevity and giving the dog like different sort of pills and different things to like resveratrol or whatever to to increase its life. And so, I can't imagine this wouldn't be an explosively huge market, but I don't hear any of the animal uh owners that I know like using this stuff yet. So, I think it's still pretty nascent and young.

It's still early. There's some products, I'm on one right now, petpace.com. There's Whistle, like a few of these have added AI recently. Um but I I think it's again, less than 2%, really really early. And for people who are trying to find ideas for their pets, one of the good ways is just look at what people are doing for human beings and then apply that you know, one of one of the ideas that I had, I was on the My First Million podcast, you know, 2 3 years ago and I was like, "Someone should do Athletic Greens for pets.

Eight Sleep for pets." And you know, someone took that idea, ended up making hundreds of thousands of dollars a month from that idea, reached out to me and stuff like that. Um hopefully you're getting a cut. No cut. I do it for the love of the game. Do it for the love of the game. >> God damn it. Um but the the point I the point I'm trying to make is you just look at what what you know, who's sponsoring Huberman's podcast and then apply that to pets. I think this is a no-brainer I, you know, category. And if you love pets >> a fun category?

Is that a pun? Was that a pun? Oh yeah, it was a pun. It was a you know, a little meow meow, you know. >> A dog-egory. >> Yeah, category. Uh dog-egory. Um so so I like this one. Um I'm not like the biggest pets guy. Like I don't want to be thinking about >> I thought you were a big pets guy. I I I I mean I like I like I love animals. I love animals, but I'm not like I don't want to spend 24/7 working on animals. But for the people who are obsessed with animals, this is a huge category and something that I think that a lot of people should do. All right, what's your what's your uh uh So, I'm going to break the system slightly because I want to just pull together three of the of the from your list and turn them into one thing just to double down on a point. So, earlier I mentioned earlier I put I chose as my number one live shows unscripted content. Um then we talked about the idea of hey, the the loneliness, the third spaces, etc. And then we also talked this idea of adults finding hobbies.

What I didn't say and what I what I just want to tell you guys because this is happening this is what I'm doing right now is the missing point from all of this is that there's within all of that who you choose and what type of person you choose is going to have a dramatic different dramatically different outcome and type of business. So, for me I'm only targeting entrepreneurs who are interested in doing these things. So, for example, when I ran that painting retreat and that art retreat I was able to make \$90,000 well, \$110,000 from it. And other people who are running creative retreats were like, what the hell? Like, these things usually make \$5,000. And I'm like,

yeah, because I'm doing it for entrepreneurs. I'm doing it for entrepreneurs who are looking for it like a creative outlet. And so, I think when we're talking about all of these things, you don't if you're looking for examples on the internet, you're often going to find sort of like things that maybe wouldn't be that scalable or maybe wouldn't be very lucrative because it's for the general public. And I think it's great to have that as a service out there, but for me personally, I just want to say my stack here is that I have a show that's unscripted, as you said. It's a show that's unscripted that draws in a certain type of creative entrepreneur.

That show is building up an audience. That audience eventually gets pitched something like a retreat, a creative retreat for entrepreneurs, business owners, and that's where then I monetize the the audience using something that's about in real life and doing something that's, you know, anti-AI and kind of taking them away from their phones, etc., etc. And so, for me the a lot of these things a lot of these businesses that we talked about today you can choose the type of person you're targeting and sometimes just targeting the targeting of the person makes the difference of this being an easy and enjoyable business to run or a grind.

And I think for a lot of what we talked about today, actually the older, like, established business owner entrepreneur audience is a fantastic target market. And I find it much harder to sell these things to sort of people who are just starting off. And that's like a really boring piece of business advice that sometimes you want to create things for people who already have money and already are established. Um, and then, you know, creative Tim Ferriss says, "Make the free version of something and then the premium version of something." So, maybe you have your free meetups where people can do these creative retreats that look like your friends' ones where they're making like the the lamps and everything or like your low-cost ones and then you have your like high-end premium ones, like what we did for our one where you're charging up to seven or eight thousand dollars to go on a creative retreat. And I think the I just wanted to like lock that in that that doesn't have to be a low-margin, low-revenue business.

This one retreat that we did is it was a hundred K. We're running another event next week that's 60 K and that's just a virtual three hours per day for two days. And so, these can be still quite large numbers if you're choosing the entrepreneur as your sort of target market, which I think a lot of people listening to this would probably consider doing anyway. I have a simple saying related to [clears throat] this, which is date the product, marry the niche.

So, I like it, but what does it mean? So, what it means is the mistake a lot of people make is they pick the wrong niche. So, they pick a audience that you know, doesn't have a huge pain point, doesn't have a lot of disposable income, and even though they create a great product, they're struggling. So, what I always say is you want to pick a niche that, you know, you love a lot, that you have some unfair advantage in, and that you believe have some disposable income. So, in your case, entrepreneurship and entrepreneurs made a lot of sense. I don't think that everyone listening needs to go and build something for entrepreneurs. I do think that they should go and pick a niche that they one think is underserved, two think has disposable income, and three has a big pain point. So, we talked about pets and pet owners. You know, pet owners, not not necessarily the the the niche with the most disposable income, but the thing is they're spending their disposable income on their pets because they care a lot about it. So, um I think that as people go through a lot of these different opportunities and and like the

whole goal of this really was to get people's like brains and creative juices flowing. Think about, you know, think about the niche uh that you're that you're going to marry, and and the product might change. And that's what I mean, date the product, because you might it might change as you learn and you get to know it more. So, that's that's my feedback to that. And I think we have time for one last uh startup opportunity. I'm just going to go through it quickly.

This one, so we talked about uh live and sort of an anti-AI approach to creating content and building media. This is the complete opposite of this. I think that there's a huge opportunity and some people are going to hate me for saying this, but for some people, you know, this is going to be exciting. I think there's a huge opportunity to create AI native media companies. What do I mean by that? I mean using AI to uh to to build Instagram pages uh and uh other social media where uh you're using AI, you're letting the audience know you're using AI, of course, but um to to build these audiences and then from there you're building products to sell them. I want to give you an example. I have a friend uh his name's Rowan Cheung.

And he grew, he's actually been on the pod, he's talked about it before, he grew his uh account from like zero to almost 400,000 followers in like the last 18 24 months. And he does it via his AI avatar and he talks about different, you know, news news items, right? And once he's built this audience, then he can go and, you know, build apps, build companies, and sell to that audience. I think that there's going to be a lot more of this.

And I know some people aren't going to like it because they're like, "Oh, it's just AI slop." But, you know, if you actually go through his account, they're really really high-quality posts. And it's it's it's really good. So, I think that there is going to be a lot of slop. I think that if you can create the top 1% AI native media company uh in a specific niche then um you are you're looking good. So, I think um this is huge opportunity.

Yeah, this is a play This is a space I just don't know much about, so I'm just going to have to nod and silently confirm. Well, the hard part about this is how do you create high-quality stuff? Mhm, yeah. Um and I think one way to do that is to look at how the Rowans of the world are doing it and being like, how is he doing this? What makes his videos really good? Um and how can I do it for my niche? And what are the tools I need, right? And you know, things like HeyGen and 11 Labs and putting it together and um I think I think that's that's what you need to do. Um I don't I'm not a believer that AI slop is going to work in 2026 and beyond. Like, I think that that's frankly a waste of time, but I do think that using AI to create media companies that are actually high-quality, maybe with some with a human in the loop, is is just a great way to build audiences right now, and I think uh once you have an audience, you can do a lot.

Well, I mean, just first thing that comes to my mind, again, back to gut gut health, if you ended up making a faceless YouTube channel where the research is excellent and it's pulling together an audience of people who have GERD, even if there's no even if it's kind of a bit soulless or whatever, but then the person who's making it has this audience of people who have this, and then they have enough like audience and funding to find an actual expert who can then create, you know, do live streams around that topic, that can still actually be good for the world, and it could be an interesting business. So, I think for me, I don't really care as long as then the output or the monetization of it has like a, you know, positive impact.

So, I think it I guess it doesn't matter if the audience building aspect of it has this you know a like as in the the the machine is telling the human what to put out there as long as it's still helpful and useful to people or entertaining. Amen. I love it. Um J Ice Cream J Ice Cream Jonathan Courtney thank you for coming on the pod. This has been our favorite startup ideas the greatest offer startup ideas that we think that we think that people should go and explore go and build and yeah I just want to thank you for your time and uh hopefully people enjoyed this one.

>> Thank you for your time. Yeah thank you for your time man. Uh this is this is honestly like a it's it's a pleasure. Uh we're recording this on a Sunday and there's nothing nothing I'd rather be doing than giving out sauce on a Sunday saucy Sunday so >> Saucy Sunday thanks so much man. I'm going to turn my light here to a more depressing blue just to finish off the episode >> [laughter] >> just to make it look like I'm in some sort of like surgery room. You look dead. You literally look like you're dead.

>> It's late on a Sunday night man. >> [laughter] >> Thanks man. I'll catch you later. See you dude. Bye. Bye.