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**Welcome!**



**COOLBUSINESSIDEAS.COM**

Despite the global economic gloom, we continue to see smart entrepreneurs and businesses introduce innovative new business ideas to the market around the world. As competition for consumers' downsized wallet intensifies in these tough times, it is increasingly important to deliver superior value and whet consumers' natural appetite for all things new and latest. So if you have a brilliant business concept in your head, do not hesitate to make it happen in today's business marketplace. For those of you who don't, fret not. Look within this free 29-page report brought to you by CoolBusinessIdeas.com for inspiration on the coolest new business ideas you wish you'd thought of.

If you want more, be sure to check out our blog at <http://www.CoolBusinessIdeas.com>. Updated daily with the latest business ideas which we've spotted worldwide, we're sure you'll find it an enjoyable read. Don't forget to share this report with your friends and colleagues. We hope you enjoy this free report!

*The CoolBusinessIdeas.com team - Marcel, Steven and Yuelin*

<http://www.coolbusinessideas.com>

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# Attention-Grabbing Advertising

Cut through the noise and reach your target audience with impactful, attention-grabbing advertising. See if you can come up with even brighter advertising ideas than those featured below.

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Swedish advertising company, Acne, put together a rather **eye-catching advertising campaign for [Flygbussarna](http://www.flygbussarna.se)**, an airport coach bus service, to inspire individual car drivers to take the coach bus instead. An installation made up of 50 wrecked cars resembling a Flygbussarna coach bus was placed next to the highway leading to the Swedish airport.

➡ [http://www.coolbusinessideas.com/archives/inspire\\_taking\\_coach\\_bus\\_.html](http://www.coolbusinessideas.com/archives/inspire_taking_coach_bus_.html)

Diners might be shocked to find **giant eggs on billboards outside McDonald's**. Its a new ad campaign by them with the help of [Leo Burnett](http://www.leoburnett.com) ad agency in Chicago. It has caught the attention of many people. The giant egg billboard starts cracking and opens up in the morning and by breakfast it is hatched, and later it remains a whole egg till the next morning.

➡ [http://www.coolbusinessideas.com/archives/attention\\_seeking\\_billboard.html](http://www.coolbusinessideas.com/archives/attention_seeking_billboard.html)

[Chick-fil-A](#) is giving you a good reason to eat chicken, but there's a catch. The restaurant will be **offering a free Chick-fil-A meal** to any customer that comes to the eatery fully dressed as a cow. This means the customer needs to be dressed from head to toe as a cow. If you're partially dressed as a cow, such as a cow-printed T-shirt, hat, vest or purse, Chick-fil-A will give you a free entrée.



[http://www.coolbusinessideas.com/archives/cow\\_promo.html](http://www.coolbusinessideas.com/archives/cow_promo.html)



When times are tough, there's nothing like a little sympathy from a brand to get through to consumers in a way no mass-media ad can. Case in point: To promote its new Stove Top Quick Cups, [Kraft Foods](#) is offering warmth and samples at select Chicago area bus stops. The company went a step further and began **heating ten of those shelters** to give consumers within a little **sympvertising** in the form of relief from the cold.



[http://www.coolbusinessideas.com/archives/small\\_acts\\_of\\_kindness.html](http://www.coolbusinessideas.com/archives/small_acts_of_kindness.html)

The ingenious new "[Soda Seal](#)" can appears like a standard soda can -- until it is popped open. When the tab is turned the can becomes re-sealed with a water-tight and gas-tight seal,\* revealing full-color, high-resolution advertising messaging. The potential for the new soda can is proportionate to the 250 billion soda cans consumed annually.



[http://www.coolbusinessideas.com/archives/soda\\_can\\_advertising.html](http://www.coolbusinessideas.com/archives/soda_can_advertising.html)



# Everyday Solutions

The concept of GTD (Getting Things Done) has many followers in our high-paced, rapidly changing world. Clever entrepreneurs have created many devices and products to help consumers maximize productivity and get the most out of their busy lives.



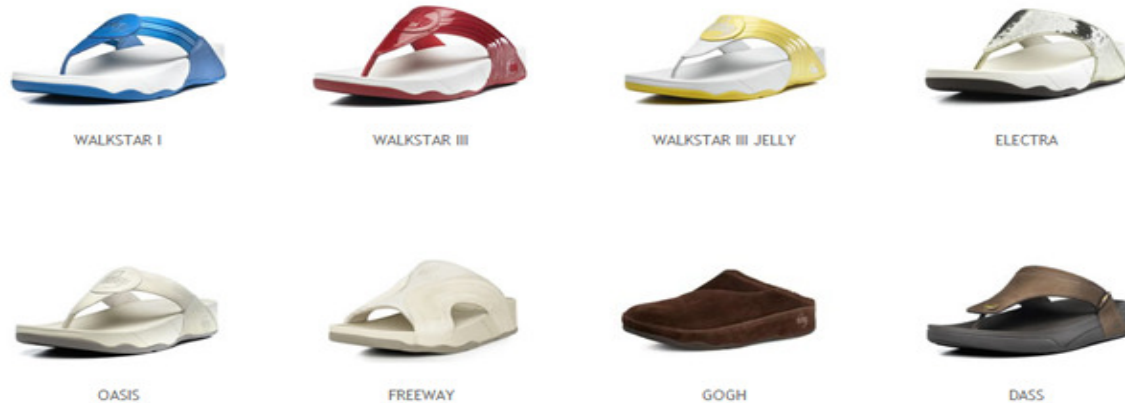
We know you're a fan of internet shopping, but sometimes, a girl's gotta get groceries. And for those moments, we're glad we discovered [The Bagglers](http://www.coolbusinessideas.com/archives/easy_carry_the_bagglers.html). Constructed of environmentally friendly plastic polymers, The Bagglers' ergonomic handle allows you to grab all your bags at once, no rolling groceries, no uneven distribution of weight.

➡ [http://www.coolbusinessideas.com/archives/easy\\_carry\\_the\\_bagglers.html](http://www.coolbusinessideas.com/archives/easy_carry_the_bagglers.html)



If you've ever walked down the street to stares thinking you must look pretty good that day only to discover blocks later it was your fallen fly and not your fly outfit, then this gadget is for you. Designed to keep your zipper up and your nether regions covered, the [ZipHolder](http://www.coolbusinessideas.com/archives/no_more_zip_malfunction.html) loops through your zipper and around the button on your waistband, ensuring that no one will ever say XYZPDQ to you again.

➡ [http://www.coolbusinessideas.com/archives/no\\_more\\_zip\\_malfunction.html](http://www.coolbusinessideas.com/archives/no_more_zip_malfunction.html)



A fitness trend that lets you get a work-out while you walk: The flip flop with a built in gym. In short: **The Fit Flop**. The micro-wobbleboard technology built into the shoe's midsole "places varying densities of EVA under your feet each time you step, to challenge the support and balance muscles of the foot and leg."

➡ [http://www.coolbusinessideas.com/archives/the\\_fit\\_flop.html](http://www.coolbusinessideas.com/archives/the_fit_flop.html)



If you're stepping out to grab a coffee, decency requires you ask your co-workers if anyone else wants one. But on the way back to the office, you curse your own decency as you juggle multiple hot cups and the phone rings or you need to pull out your keys. Here's a smart solution: A nifty solution is this **carry-bag for coffees**!

➡ [http://www.coolbusinessideas.com/archives/coffee\\_carrier\\_bag.html](http://www.coolbusinessideas.com/archives/coffee_carrier_bag.html)



# Small Niche, Big Riches

You don't have to build the next Amazon.com. It pays to be small and focus on a niche that is underserved, or better still, not being served at all by existing Internet retailers. Look at how the retailers below focus on small niches to uncover big riches.

Recession blues? This website has it all. [Recession Junction](http://www.coolbusinessideas.com/archives/recession_gifts.html) has got recession-themed gifts. All gifts are inexpensive from \$3.95 to \$13.95 to help all the budget minded savvy shoppers during these tough times. The humor on the site is a great way to tweak our collective recession worries.

➡ [http://www.coolbusinessideas.com/archives/recession\\_gifts.html](http://www.coolbusinessideas.com/archives/recession_gifts.html)



[Ex-Boyfriend Jewelry](http://www.coolbusinessideas.com/archives/buy_sell_blog_about_the_ex.html) offers up a solution with their theme of "buy, sell, trade, blog about the boy." Not only can you list your gold and diamonds for the price you think is fair, but you can also let off a little steam and vent about your ex's annoying habits and bad taste in jewelry.

➡ [http://www.coolbusinessideas.com/archives/buy\\_sell\\_blog\\_about\\_the\\_ex.html](http://www.coolbusinessideas.com/archives/buy_sell_blog_about_the_ex.html)

[SomethingStore](http://www.coolbusinessideas.com/archives/surprise_yourself_with_somethingstore.html) is a fun new website that will send you "something", an item selected randomly among many things from their inventory, for \$10 (free shipping) and you will find out what your something is when you receive it.

➡ [http://www.coolbusinessideas.com/archives/surprise\\_yourself\\_with\\_somethingstore.html](http://www.coolbusinessideas.com/archives/surprise_yourself_with_somethingstore.html)

Men around the world are ending up with dress shirts they aren't entirely happy with. [Shirtsmyway](http://www.coolbusinessideas.com/archives/shirts_my_way.html), a premium platform that lets people design and buy over a trillion different dress shirts. The easy-to-use design panel interface that customers interact with is supported by a complex web system working to let people all over the world comfortably design and securely shop.

➡ [http://www.coolbusinessideas.com/archives/shirts\\_my\\_way.html](http://www.coolbusinessideas.com/archives/shirts_my_way.html)

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# Chic in the Eye of the Beholder

You don't have to build the next Amazon.com. It pays to be small and focus on a niche that is underserved, or better still, not being served at all by existing Internet retailers. Look at how the retailers below focus on small niches to uncover big riches.

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**Baggu** was started in CA by Joan and Emily. After dozens of prototypes, they came up with a solution that makes using reusable bags stylish, practical and easy. Joan and Emily made Baggu because they wanted a better Reusable Bag. Something neat & compact, stylish enough to take to work or to give as a gift, but really practical so you'll actually use it for your grocery shopping.

➡ <http://www.coolbusinessideas.com/archives/baggu.html>

**Yuken Teryua**'s work proves that discarded everyday objects can be re-invented into something elegant and beautiful. The **Japanese artist crafts toilet paper rolls** with a level of detail so that they adopt a new identity as delicately sculpted pieces — reminiscent of columnar wind chimes intertwined in the branches of a tree.

➡ [http://www.coolbusinessideas.com/archives/toilet\\_roll\\_art\\_work.html](http://www.coolbusinessideas.com/archives/toilet_roll_art_work.html)



Who doesn't love some good old bubble wrap? Nothing is as fun as bursting bubbles and that is human nature.

A poster sized [2009 calendar](http://www.coolbusinessideas.com/archives/pop_2009.html) that **comes with a bubble to pop everyday** is nothing short of super, super fun. This makes counting days so interesting and something to look forward to.



[http://www.coolbusinessideas.com/archives/pop\\_2009.html](http://www.coolbusinessideas.com/archives/pop_2009.html)

Last year Cooler tackled the substantial problem of sanitation in the developing world for a submission to the [Humanitarian International Design Organization](http://www.hido.org/) (HIDO) for consideration in their international design competition. Last December Cooler was given this prestigious award for their **dignity toilet**.



[http://www.coolbusinessideas.com/archives/the\\_dignity\\_toilet.html](http://www.coolbusinessideas.com/archives/the_dignity_toilet.html)

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# Jump on the Green Bandwagon

The green movement is clearly picking up steam in a globalized world as corporations realize that they do owe a duty of care to the environment while running their business operations. It helps that it makes perfect economic sense for companies to go green, since consumers are willing to pay a premium for eco-friendly products and services. Time to jump on the green bandwagon!

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The [BigBelly Solar Compactor](http://www.coolbusinessideas.com/archives/bigbelly_dumpster.html) is a patented compacting trash receptacle that is completely self-powered. Instead of requiring a grid connection, BigBelly uses solar power for 100% of its energy needs. The unit takes up as much space as the "footprint" of an ordinary receptacle—but its capacity is five times greater. Increased capacity reduces collection trips and can cut fuel use and greenhouse gas emissions by 80%.

➡ [http://www.coolbusinessideas.com/archives/bigbelly\\_dumpster.html](http://www.coolbusinessideas.com/archives/bigbelly_dumpster.html)

New green business ideas abound these days, but I have yet to come across many as simple and effective as [Any Green Site](http://www.coolbusinessideas.com/archives/green_any_site.html). The site allows you to "green" your online shopping, on any site, just by the click of a button. You only have to install the Green Any Site bookmarklet on your computer and then anytime you are on the purchase page of a website, Amazon for example, you can click on the "Green This!" button and a portion of your purchase will go to a green non-profit organization.

➡ [http://www.coolbusinessideas.com/archives/green\\_any\\_site.html](http://www.coolbusinessideas.com/archives/green_any_site.html)

Wedding rings are traditional. Even the staunchest non-traditionalists have wedding rings. For some they are a status symbol, but for an environmentalist, [eco-friendly wedding rings](http://www.coolbusinessideas.com/archives/green_wedding_diamond.html) can show commitment to sustainability, protection of the environment, fair trade and conservation of the earth's resources.

➡ [http://www.coolbusinessideas.com/archives/green\\_wedding\\_diamond.html](http://www.coolbusinessideas.com/archives/green_wedding_diamond.html)

If you're taking a trip to Portland, OR anytime soon, be sure to check out the [The Green Microgym](http://www.coolbusinessideas.com/archives/exercisepowered_gym.html), an exercise facility where the energy emitted by users contributes to powering the building, with a total of 40% of its own electricity coming from solar panels and exercise machines like stationary bikes. Shrink your waistline and your carbon footprint - all at once!

➡ [http://www.coolbusinessideas.com/archives/exercisepowered\\_gym.html](http://www.coolbusinessideas.com/archives/exercisepowered_gym.html)



New-Zealand-based [Beauty Engineered Forever](http://www.coolbusinessideas.com/archives/green_liquids_to_make_your_house_clean.html) produces a range of environmentally-friendly household cleaning products from natural ingredients and essential oils that are not harmful to the environment and safe for consumers. The packaging has been designed to connect with the customer on a personal level with playful and cheeky pick-up lines, such as "I'll do your dirty work". And yes, it's different enough to be easily recognizable to visitors of one's kitchen.

➡ [http://www.coolbusinessideas.com/archives/green\\_liquids\\_to\\_make\\_your\\_house\\_clean.html](http://www.coolbusinessideas.com/archives/green_liquids_to_make_your_house_clean.html)



# New Taste for Your Taste Buds

We're sure everybody enjoys a good meal. Companies around the world know that too and they are going to great lengths to push out new food and beverage ideas. It should be a stimulating and satisfying ride for consumers' taste buds as seen in the new F&B ideas here.



TCHO, the San Francisco based chocolatier, produces "**beta editions**" of its dark chocolate. Continuous flavor development and customer feedback mean that varieties are constantly evolving, with new versions emerging as often as every 36 hours.

➡ [http://www.coolbusinessideas.com/archives/beta\\_chocolate.html](http://www.coolbusinessideas.com/archives/beta_chocolate.html)

Here it is, the make your own soda machine. This thing is simple to use right out of the box, allowing you to make your own sodas such as cola, root beer, lemon-lime, etc. Not only do you know what you're putting into the beverage you also save on bottles and cans.

➡ [http://www.coolbusinessideas.com/archives/diy\\_soda.html](http://www.coolbusinessideas.com/archives/diy_soda.html)

Cosmetics company Fancl of Japan is connecting the dots between its customer base's concern about their appearances and their presumed health consciousness by partnering with food manufacturer Itoyakado to create a line of **snack foods containing various allegedly healthy additives**.

➡ [http://www.coolbusinessideas.com/archives/stimulantinfused\\_snacks\\_.html](http://www.coolbusinessideas.com/archives/stimulantinfused_snacks_.html)



What happens to all the moisture when a juicy hunk of sirloin is transformed into chewy beef jerky? Truth is, we don't know. But the salty, savory flavor of this vitamin and mineral packed concoction will make you think we collected all that [sweet, meaty juice](#) just for you.

➡ [http://www.coolbusinessideas.com/archives/dinner\\_in\\_a\\_bottle.html](http://www.coolbusinessideas.com/archives/dinner_in_a_bottle.html)

Consumers will soon be seeing some **new names in the butcher case**. Country-style [Chuck Ribs](#) are boneless and best braised, like a short rib. America's Beef Roast can be roasted in the oven and makes a great sandwich. The Denver has lots of marbling and is best cooked to medium-rare.

➡ [http://www.coolbusinessideas.com/archives/new\\_meat\\_new\\_business.html](http://www.coolbusinessideas.com/archives/new_meat_new_business.html)

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# Ultra Premium Opulent Luxury

The rich just got richer. The wealthy elites have got enough money to throw around at the latest and most opulent creations out there and companies are trying to outdo each other to offer the best there is in the world for the ultra-rich class.

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Italian mattress maker, [Magniflex](#), is taking the concept of “**luxury sleeping**” to a whole new level with a bedding line made out of the precious metals, gold and platinum. The Gold Mattress from the house is made with a 22-carat gold yarn cover and features the company’s patented Memoform Core, which adapts to the shape of the body with up to 85 percent accuracy.



[http://www.coolbusinessideas.com/archives/the\\_gold\\_mattress.html](http://www.coolbusinessideas.com/archives/the_gold_mattress.html)



We were intrigued by news that a hotel in Barcelona—the [Hilton Diagonal Mar](#)—has set aside 40 of its 433 rooms this summer for anyone who'd like to **take a siesta**. For EUR 75, customers get a barbecue lunch and a guest room from 1–5 PM, plus access to the hotel's gym and rooftop pool.



[http://www.coolbusinessideas.com/archives/luxury\\_siesta.html](http://www.coolbusinessideas.com/archives/luxury_siesta.html)

Hospital food has always gotten a bad rap, much of it richly deserved. But the [Henry Ford Health System](#) is taking unprecedented steps to change that, along with many other traditional hospital practices, in a **\$350-million community hospital** and wellness complex opening in February on 160 scenic acres in West Bloomfield.



[http://www.coolbusinessideas.com/archives/5star\\_hospital.html](http://www.coolbusinessideas.com/archives/5star_hospital.html)

Vietnam’s first genetically engineered animals are 108 living [seahorses made of gold](#). At their current age of under two week, the striped, glittering seahorses are still only about the size of matchsticks, but as they grow older, so will their value. They may still be tiny, but are well worth their weight in gold.



[http://www.coolbusinessideas.com/archives/glittering\\_seahorses.html](http://www.coolbusinessideas.com/archives/glittering_seahorses.html)

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# Health is Wealth

Despite these tough economic conditions, consumers continue to spend on health and healthcare-related offerings. Consumers are willing to invest in innovative healthcare products and services that provides compelling value. Let's have a look at some examples below.

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This easy-to-use [Flugen](#) micro-device can **painlessly deliver influenza vaccines**. At the press of a button, a miniature fluidic pump distributes the vaccine to a set of microneedles. These microneedles deliver the vaccine intradermally, or into the skin, but not through it and into the muscle, like the traditional needle and syringe do.

➡ [http://www.coolbusinessideas.com/archives/flugen\\_painless\\_vaccine\\_transmitter.html](http://www.coolbusinessideas.com/archives/flugen_painless_vaccine_transmitter.html)

There are few if any black or Asian people who have not at some point been forced to use plasters and bandages that contrast conspicuously with their natural brown skin tones. [YnotPlast's](#) range of plasters will help countless brown skinned people who make the trauma of wearing a comical white **sticking plaster on brown skin** a thing of the past.

➡ [http://www.coolbusinessideas.com/archives/ynot\\_plast\\_plasters\\_for\\_melaninrich\\_skins.html](http://www.coolbusinessideas.com/archives/ynot_plast_plasters_for_melaninrich_skins.html)



[Sniff n Go](#) delivers the **health benefits of aromatherapy** through an innovative inhaler that fits conveniently in your pocket or purse. The synergy blend aromas of pure essentials oils are micro-infused into a personal aromapod that is discreet, non intrusive and easy-to-use. Just slide open, inhale deeply 3 to 5 times, and close.

➡ [http://www.coolbusinessideas.com/archives/sniff\\_n\\_go.html](http://www.coolbusinessideas.com/archives/sniff_n_go.html)

There's still no shortage of Japanese seeking luxury experiences, especially when it comes to health and wellness. Japan's aging society is still a wealthy one, and isn't afraid to spend money on products and services that can enhance quality of life. [Salt Studio Saltasia](#) fits right into this category, creating stylish salt rooms to **promote anti-aging and relaxation** for women.

➡ [http://www.coolbusinessideas.com/archives/salt\\_sauna.html](http://www.coolbusinessideas.com/archives/salt_sauna.html)

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# Who Says There's No Free Lunches

Have your lunch free and eat it. Many companies seem to resonate with this concept and are offering various products and services free. But of course, they have a revenue model behind it and the freebie is a bait to get consumers hooked. Find out more about these freebie business ideas and see if you can apply the same to your own business.

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[Matter](http://www.coolbusinessideas.com/archives/free_matter_inside.html) is a box of **free samples sent to the willing**. Love the idea of book samplers -- first chapters that look like the real thing, with covers and everything. The project was powered by an idea that will only get stronger with time: "I've long believed that printed matter will gain new value in a digital world as everyone begins to crave the more physical / tactile / emotional nature of printed stuff".

➡ [http://www.coolbusinessideas.com/archives/free\\_matter\\_inside.html](http://www.coolbusinessideas.com/archives/free_matter_inside.html)



The [Boobox](http://www.coolbusinessideas.com/archives/the_boobox.html) is a prototype for a stand-alone machine that **distributes product samples**. Consumers interested in getting one simply send a free SMS, in exchange for which they are given an activation code. That, in turn, gives them access to the sample.

➡ [http://www.coolbusinessideas.com/archives/the\\_boobox.html](http://www.coolbusinessideas.com/archives/the_boobox.html)

Want to **get paid for living your life**? Check out [EverydayModels.net](http://www.coolbusinessideas.com/archives/be_an_everyday_model.html). A pioneer in providing innovative ways for 'everyday people' to earn money while living their everyday lives, the company manages the entire process for both clients and models, all over the world.

➡ [http://www.coolbusinessideas.com/archives/be\\_an\\_everyday\\_model.html](http://www.coolbusinessideas.com/archives/be_an_everyday_model.html)



After decades of popsicle promotions that included prizes printed on the stick, Brazilian ice-cream company Kibon has taken it to a new level by including the actual prize inside the popsicle: they will manufacture 10,000 [specially made propsicles](http://www.coolbusinessideas.com/archives/frozen_ipods.html), identical in size and color to the actual thing, **frozen with iPod shuffles inside**.

➡ [http://www.coolbusinessideas.com/archives/frozen\\_ipods.html](http://www.coolbusinessideas.com/archives/frozen_ipods.html)

# Wireless Wonders

Mobile is a very important part of our lives and companies around the world are developing applications that deliver much on a promise to make things simpler for consumers. The wireless application can do wonders and consumers are loving it.



**Finding an ATM** in an unfamiliar city or neighbourhood can be a real hassle. So it's no surprise that various applications have been developed for the iPhone and other mobile devices that use built-in GPS to map the nearest cash machines. ING [Wegwijzer](http://www.ing.nl/wegwijzer), a new application built for the T-Mobile G1 (Google) phone, takes the concept a step further.



[http://www.coolbusinessideas.com/archives/mobile\\_atm\\_finder.html](http://www.coolbusinessideas.com/archives/mobile_atm_finder.html)

To make sure you know when I'm at Au Bon Pain and I know when you're in the loo, Garmin (a GPS wielder) partners with uLocate (you guessed it – a locations application developer) to bring us [Buddy Beacon](http://www.garmin.com/usa/products/phones/buddy_beacon/). Not only can **users find likeminds nearby** when their lonely, they can update their Facebook profile with their 20.



[http://www.coolbusinessideas.com/archives/whats\\_your\\_20.html](http://www.coolbusinessideas.com/archives/whats_your_20.html)

With the kickoff of the summer travel season, [Travel Channel GO](http://www.travelchannelgo.com/) is now available for travelers everywhere! Now everyone can use this exciting new mobile service from the Travel Channel - whether you're **looking for the nearest museum** while on a vacation or seeking out the nearest ATM in your own hometown, Travel Channel GO has you covered.



[http://www.coolbusinessideas.com/archives/travel\\_made\\_easy\\_with\\_travel\\_channel\\_go.html](http://www.coolbusinessideas.com/archives/travel_made_easy_with_travel_channel_go.html)

Softbank has announced that a **long-distance romance role-playing game** for mobile phones, called, amusingly, the ["Marginal Prince"](http://www.marginalprince.com/) from Serendipity will be available this month for users of the latest phone models. The game has become immensely popular since it was released exclusively on Docomo a few years ago.



[http://www.coolbusinessideas.com/archives/mobile\\_romance.html](http://www.coolbusinessideas.com/archives/mobile_romance.html)

# Power of Music

There's something about the power of music that causes hundreds of thousands to show up at popular UK band Coldplay's concerts. Tapping on consumer's passion for music, companies are launching new applications and innovations that empower both musicians and consumers of music.

The idea behind [LiveMusicMyway.com](http://www.coolbusinessideas.com/archives/live_music_my_way.html) is to **bring the power of live music** back to the consumer, and with the help of a community of online fans create unique, intimate live music events with a strong emphasis on what the consumer desires.

➡ [http://www.coolbusinessideas.com/archives/live\\_music\\_my\\_way.html](http://www.coolbusinessideas.com/archives/live_music_my_way.html)

[MixMatchMusic](http://www.coolbusinessideas.com/archives/mixmatchmusic.html) announced today the launch of its beta music service and dynamic music community, [www.mixmatchmusic.com](http://www.mixmatchmusic.com). MixMatchMusic **enables musicians to collaborate** on, profit from and engage fans with their music. The company is introducing its service at the DEMOfall 08 conference, one of the premier venues for launching new companies and services.

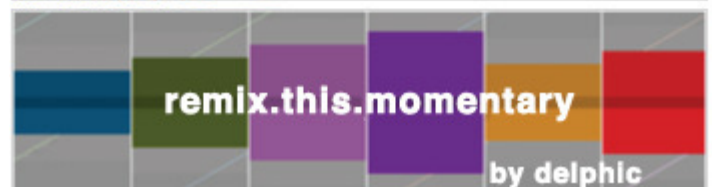
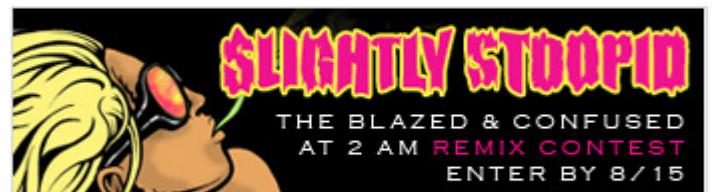
➡ <http://www.coolbusinessideas.com/archives/mixmatchmusic.html>

High-tech music is emerging as a new trend in the sound industry. The [laser harp](http://www.coolbusinessideas.com/archives/la_la_la_laser_music.html), by Stephen Hopley, gives us **music created by using laser beams**. The home-built DIY system allows for playing a harp by using your hands to disrupt the various laser beams.

➡ [http://www.coolbusinessideas.com/archives/la\\_la\\_la\\_laser\\_music.html](http://www.coolbusinessideas.com/archives/la_la_la_laser_music.html)

For anyone who has ever said, "If I had a dollar for every time I turned a friend on to a new band.." — well, now you can cash in, thanks to [Surrge](http://www.coolbusinessideas.com/archives/scout_music_for_cash.html). Publicly launched in Austin, Texas, Surrge is an iTunes for populists, empowering its listeners, dubbed "scouts," to **act as amateur A&R teams** for the online music store.

➡ [http://www.coolbusinessideas.com/archives/scout\\_music\\_for\\_cash.html](http://www.coolbusinessideas.com/archives/scout_music_for_cash.html)



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# Love Thy Pets

Pets now outnumber children in Japan. You don't have to be a rocket scientist to figure out that there are profits to be made in feeding the obsession for pets of many in Japan and other parts of the world. Breath mints and even airlines for pets are sprouting all over the world.

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Anyone who's experienced the stress of air travel with their pet has thought there's got to be a better way. Alysia Binder and Dan Wiesel thought they could do better, and the result is [Pet Airways](http://www.petairways.com), which starts **flying pets around** the country in July 2009.

➡ [http://www.coolbusinessideas.com/archives/fly\\_with\\_pets\\_airways.html](http://www.coolbusinessideas.com/archives/fly_with_pets_airways.html)

As with most dog owners, we love our small "herd" (three beautiful rescue doxies) but their breath is another matter. My husband uses that old expression, "It could stop the windmill on an old Dutch painting," or something like that. So along comes [DogToids](http://www.dogtoids.com) of course, **doggie breath mints**.

➡ [http://www.coolbusinessideas.com/archives/breath\\_mints\\_for\\_dogs.html](http://www.coolbusinessideas.com/archives/breath_mints_for_dogs.html)



As if your pet isn't pampered enough, you can get it this [Air Conditioned Dog House](http://www.coolbusinessideas.com/archives/air_con_dog_house.html) and get them one step closer to your sedentary self. You could take the simpler and cheaper route of just letting the dog stay inside, unless that conflicts with your own sedentary lifestyle. Getting up to let them out a couple of times is pretty hard work. But the only question that matters is, "Whose dog deserves to live in an air conditioned house?"

➡ [http://www.coolbusinessideas.com/archives/air\\_con\\_dog\\_house.html](http://www.coolbusinessideas.com/archives/air_con_dog_house.html)

The [Sleepypod](http://www.coolbusinessideas.com/archives/sleepypod.html) is a new **portable pet carrier** that creates a more enjoyable and safe experience for your pet when on the road. A great alternative to the pet-in-your-purse method, it also doubles as a bed by removing the top.

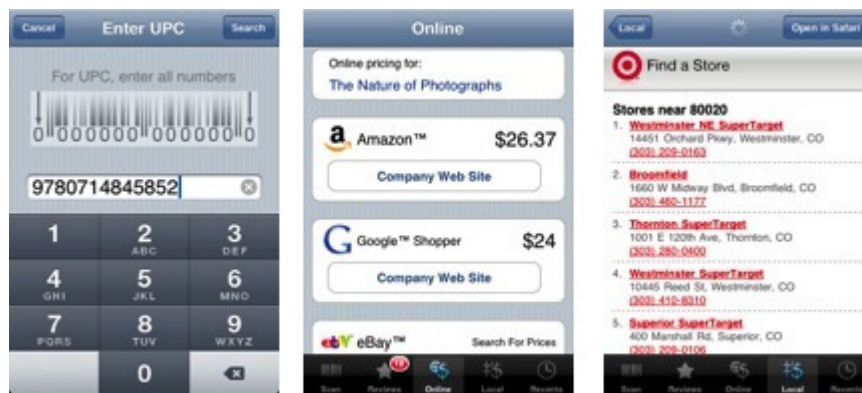
➡ <http://www.coolbusinessideas.com/archives/sleepypod.html>





# Smart Shopping Ideas

While retail sales in the US show no signs of a turnaround anytime soon, retailers are investing in new, unprecedented shopping experiences in the hope of drawing curious shoppers to try out different concepts in shopping.



The obvious **future of in-store experience**: you find something you like, reach into your pocket for a small device, scan the barcode, and the device tells you whether and where the same product is available for a lower price. Brick-and-mortar stores become little more than showrooms for merchandise bought elsewhere. This future just got one step closer today with the release of an iPhone app [Checkout SmartShop](#).

➡ [http://www.coolbusinessideas.com/archives/cheapest\\_checkout.html](http://www.coolbusinessideas.com/archives/cheapest_checkout.html)

Hand-me-downs allows parents to **buy, sell, give away or donate** new and gently used children's products in a family friendly atmosphere. Not to be confused with [Handmedowns.org](#)—a UK-based contender that facilitates just give-aways—the Beverly Hills-based site aims to create a one-stop destination for busy moms by pulling together and organizing the best listings from around the web as well as offering listings posted by its own members.

➡ [http://www.coolbusinessideas.com/archives/handmedowns\\_one\\_stop\\_shop.html](http://www.coolbusinessideas.com/archives/handmedowns_one_stop_shop.html)

If Saint Germain and Avenue Montaigne seemed a little desolate on this sunny Saturday afternoon in Paris it might be because all the chic shoppers had migrated up in the Bastille neighborhood to check out Paris's newest concept shop, [Merci](#). The concept of Merci is to gather **all sorts of tasteful merchandise under one roof**--from home furnishings to fashion to table top accessories and flowers.

➡ [http://www.coolbusinessideas.com/archives/tasteful\\_merchandise\\_under\\_one\\_roof.html](http://www.coolbusinessideas.com/archives/tasteful_merchandise_under_one_roof.html)



WHILE YOU ARE  
**changing**  
DESIGNER STYLE  
**without the**  
DESIGNER PRICE

Why buy a wardrobe when  
You can rent a designer one?

The advertisement features a woman on the right side wearing a long, black, lace-patterned dress with a black belt. The background is a light yellow-green gradient with a grey wavy line separating the text from the image.

For dieters working to lose weight, maintaining a decent wardrobe of clothes that fit can be an ongoing—and expensive—challenge on the way to a target size. With just that situation in mind, Transitional Sizes rents out name-brand clothing for temporary use while the pounds come off. [Maryland-based Transitional Sizes](http://www.coolbusinessideas.com/archives/wardrobe_for_rent.html), which just recently launched, offers **women's and maternity clothing in a range of sizes** for monthly rental fees ranging from about USD 3 to USD 25.

➡ [http://www.coolbusinessideas.com/archives/wardrobe\\_for\\_rent.html](http://www.coolbusinessideas.com/archives/wardrobe_for_rent.html)

Grab your group coupon today! Here's how it works: businesses in and around Chicago will offer a limited-time only special on [Groupon](http://www.coolbusinessideas.com/archives/groupon.html) (**Group + Coupon**) that will be good for 1 day. In order for the deal to become "active" a certain number of users must join and pledge to buy the special offered on Groupon. Once the deal reaches the tipping point, the deal is done and each consumer gets the special.

➡ <http://www.coolbusinessideas.com/archives/groupon.html>

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# Rethinking Tourism

The tourism and travel market is also not immune to innovation and disintermediation. Audio museum tours are so passé and consumers now have a myriad of new tourism concepts to choose from. Feather farm stays, anybody?

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[Feather Down Farms](http://www.coolbusinessideas.com/archives/farm_stays_becoming_a_hit.html) are small-scale, working farms that **offer cottage-style tents with "traditional interiors"** including feather beds, wood-burning stoves and flushing toilets. Guests can also gather fresh eggs in the farm's henhouse each morning—or, at some UK farms, a private chicken coop is even available for rent, as are recipes, ingredients and implements for select farm-style meals.

➡ [http://www.coolbusinessideas.com/archives/farm\\_stays\\_becoming\\_a\\_hit.html](http://www.coolbusinessideas.com/archives/farm_stays_becoming_a_hit.html)

It's a trend pre-dating the global slowdown: big hotel chains are moving into the **quirky boutique** sector to tap into a niche of profitable growth. What's not clear now is how many can succeed. Hoteliers entering the [boutique niche](#) are betting that travelers will seek better value as spending is squeezed, rather than settle for the usual boring "beige box" hotel room.

➡ [http://www.coolbusinessideas.com/archives/quirky\\_boutique\\_hotels.html](http://www.coolbusinessideas.com/archives/quirky_boutique_hotels.html)

[Urbane Nomads](#) offers **interesting travel experiences**, proffering locations and accompanying experiences that re-define 'the ultimate travel experience'. Urbane Nomads' travel experiences go beyond the almost-clichéd 'ski in the morning, swim in the Mediterranean sea by afternoon' itinerary.

➡ [http://www.coolbusinessideas.com/archives/urbane\\_nomads.html](http://www.coolbusinessideas.com/archives/urbane_nomads.html)

Bored with the same old routes around London? Want to be taken straight to the capital's secret hot-spots? Coolhunting agency [Insider London](#) has developed the world's first **Green Trend tour**, giving visitors the scoop on the most pioneering, sustainable-design goings-on in the city.

➡ [http://www.coolbusinessideas.com/archives/cuttingedge\\_green\\_tours.html](http://www.coolbusinessideas.com/archives/cuttingedge_green_tours.html)

# Business On a Mission

Businesses with a unique mission and vision tend to be sustainable and long-lasting. Not to mention these types of business concepts get strong support from loyal consumers as well. More companies are building their businesses around a grand vision and this has become their unique selling proposition.

Designers have gone beyond simply creating eco-items that won't harm our environment. They have begun to **express their ecological & social protests** through their products. Their creations are scornful reactions to the destructive environmental acts of the past and present that have affected countless members of society.

➡ [http://www.coolbusinessideas.com/archives/designers\\_supermodel\\_trashbins\\_for\\_charity.html](http://www.coolbusinessideas.com/archives/designers_supermodel_trashbins_for_charity.html)



After popularizing the cause-driven, buy-one-give-one consumer product model, **TOMS Shoes** founder Blake Mycoskie's latest endeavor may just do the same for branded volunteer vacations. What started off as an outreach program to help educate and activate consumers has evolved into a full-fledged travel company called [TOMS Tours](#).



➡ [http://www.coolbusinessideas.com/archives/shoe\\_drop\\_vacation.html](http://www.coolbusinessideas.com/archives/shoe_drop_vacation.html)

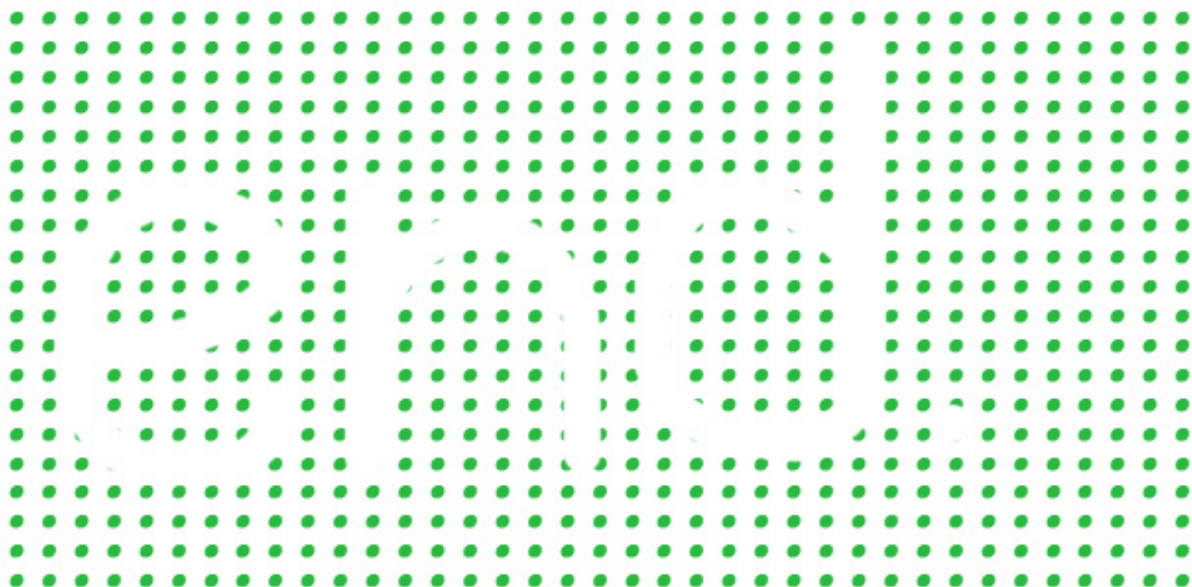
Who needs a guide book to travel? **The Adventurists**, a U.K.-based company, challenges folks to live on the edge of adventure and humanitarianism. First, Adventurists organizes a team, grabs a car or motorbike and hustles sponsorships of at least £1,000 (\$1,973) per team. Once this is arranged, they take off

on a rally-style tour to places like Africa, the Himalayas, South America and Mongolia.

➡ [http://www.coolbusinessideas.com/archives/adrenaline\\_charity.html](http://www.coolbusinessideas.com/archives/adrenaline_charity.html)

**TAG** or **Turning Actions into Good**, is a web-based non-profit charity which revolves around the kindness of strangers. The concept allows anyone to participate in a charity, regardless of financial status. Here is how the process works: Member's would print off pre-made TAG-cards. Commit an act of kindness.

➡ [http://www.coolbusinessideas.com/archives/turn\\_actions\\_into\\_good.html](http://www.coolbusinessideas.com/archives/turn_actions_into_good.html)



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