

Welcome!

This free 20-pages PDF ebook, ***New Business Ideas Report 2007***, is an analysis of innovative and never-seen-before business ideas we've seen worldwide this year. Clearly, entrepreneurs around the world are often inspired by common underlying consumer trends when they are working to bring their new business ideas to fruition. We hope that you'll be able to come up with the next big thing after getting to know some of these interesting consumer and business trends behind 2007's new business ideas.

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 also wanna say thanks to Anita Campbell, for graciously hosting the weekly column New Business Ideas Report over at her website Small Business Trends (<http://www.smallbiztrends.com>).

Once again, this report is brought to you by CoolBusinessIdeas.com. We hope you enjoy it!

The CoolBusinessIdeas.com team - Marcel, Steven and Yuelin
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The new sister-site of CoolBusinessIdeas.com, GetEntrepreneurial.com helps the aspiring entrepreneur (you!) with **small business advice, business tips and info**, and **entrepreneur resources and opportunities**. It's time to leave the fears behind and bring out the entrepreneur in you!

If one day you were to be caught up by the entrepreneurial fire within to start your own business but you do not know how and where to begin, **then this is the place for you**. Whether it is about creating a compelling business plan that investors simply cannot resist or putting together a cost-effective marketing campaign which reaches your target consumers or leveraging on technology to improve the bottom line, whatever help and info you need for your small business is all here at GetEntrepreneurial.com. **Now with 17 Network Experts who contribute small business advice regularly to our community of aspiring entrepreneurs!**

Visit <http://www.getentrepreneurial.com>

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Targeting Nostalgic Consumers



Amidst the daily push towards the future and the latest technology and new products, consumers are increasingly looking back with nostalgia at the past era, memories of which they hold dear in their hearts.

We've seen a couple of consumer products which aim to bring back those nostalgic memories. Entrepreneurs worldwide would do good to have a look at these business ideas and learn how to exploit the wave of nostalgia among consumers:

- This old-style suitcase from Couverture (pictured above) is a lovely piece of **old-school luggage** and it even has stickers of the old days of steamer travel and world cruises plastered across it. It's the exact same thing people used to carry many years ago; it's even built to the same old-fashioned and robust standards.

➡ http://www.babygadget.net/2007/08/an_oldfashioned_suitcase_makes.php

- Bally Technologies is introducing a **video slot machine based on Atari's 1972 table tennis-based game Pong**. They know that consumers are nostalgic for the days of old-school games, and retro arcade games are likely to attract such gamblers.

➡ <http://xrl.us/bdevs>

- Designers are paying attention too: British company Smeg is offering these **old-fashioned refrigerators** with a large selection of retro colors and designs. They have one with the Union Jack plastered all over the refrigerator.

➡ <http://us.gizmodo.com/gadgets/gadgets/retrocool-smeg-refrigerators-156930.php>

- Telstar Electronics reproduces the Predictas television which was cult-like popular in the late 1950s and early 1960s. Based on the original Predicta designs, Telstar's **retro TV sets** have funky shapes and stained-wood finishes reminiscent of the 1950s and 1960s but they still have modern electronics and color screens for today's broadcasts.

➡ <http://www.jsonline.com/bym/news/jun05/331073.asp>



Can you think of a new business idea to serve the nostalgic consumer?

Eco-Friendliness

Consumers are aware of and want to show their support for the global environmental problems facing the world today. Witness the reactions to Al Gore's climate change documentary film, *An Inconvenient Truth*, and the worldwide concerts to combat climate change, Live Earth.

Responding to news of natural disasters and freak weather changes, some consumers are willing to pay a premium on products and services which produce the least damage to the environment. It's no surprise that companies know how to take advantage of this trend:



- Whitewater Village is a 38-cottage **year-round eco-resort** planned by Windmill Developments, one of Canada's top green builders. The eco-resort features geothermal heating and cooling, as well as solar hot water and electricity. Interior features will include bamboo floors, wool carpets, formaldehyde-free kitchen cabinets and recycled-paper countertops. It even has a 4,000-acre land trust to prevent further development of its surrounding land areas!

➡ <http://xrl.us/bdevw>

- Branch has a line of **biodegradable plates, cups and utensils** (pictured above) made of compostable sugar cane fiber (bagasse) that is a byproduct of the sugar refining process. Not only are they made from renewable resources, they're microwavable, freezer safe, oil resistant, and capable of handling hot foods and beverages.

➡ http://www.popgadget.net/2006/08/biodegradable_d.php

- Even Levi's is jumping on the bandwagon: the clothing company is introducing a pair of **sustainable, eco-friendly jeans**. The cotton is organic, the button on the waistband is made of coconut shell, there are no metal rivets, the dye is from natural compounds include indigo and the label is from recycled cardboard. Environmentally-aware and fashion-savvy consumers will love it.

➡ <http://xrl.us/bdev2>



Can you think of a new business idea that taps on this environmentally-friendly products and services trend?

Food on the Go



Are today's consumers too busy? One might certainly think so. It's no secret that consumers in today's high-speed environment spend a lot of time being busy — busy with work, errands, email, driving, shopping and countless other activities.

But no matter how busy you are, you still have to eat and drink to survive. Smart entrepreneurs around the world have come up with unique solutions for busy consumers who want to spend as little time as possible on food and beverages, leaving them with more time for their other activities:

- Australian **drive-thru coffee chain Muzz Buzz** (pictured above) knows that people want their coffee to be quick, convenient and satisfying. Their successful sales strategy is centered on designing drive-thru coffee outlets that offer reasonably-priced quality coffee at highly-trafficked locations. The result? Rapid expansion of the Muzz Buzz franchise.

➡ <http://www.muzzbuzz.com.au/>

- New York City-based **mobile food text service Go Mobo** — short for “mobile order” — lets you order and pay for food in advance. All you have to do is to use your cellphone and text an order to your favourite restaurant (participating food outlets include Subway, Quiznos and a few salad and sushi joints) and pay with a linked credit card. The restaurant will text you back when your order is ready.

➡ <http://www.gomobo.com/>

- Also in New York, **restaurant booking service PrimeTime Tables** is very helpful when you're craving to dine at a particular restaurant which is already fully booked weeks in advance. Specializing in “impossible reservations,” PrimeTime Tables can procure members short-notice reservations at the hottest restaurants in New York, Miami, Colorado and The Hamptons. Saves you the time spent on making futile reservations.

➡ <http://www.primetimetables.com/>

- Looking for coffee-flavoured ice cream with chocolate chips and walnut mixed in? Just give MooBella 45 seconds. This high-tech vending machine uses flash freezing instead of the standard slow churning method. That's why MooBella can produce **ice cream on demand** from room temperature ingredients. It has a touch-screen display showing a menu of flavours and mix-ins, allowing customers to create any combination they like. Quick and easy multi-flavoured ice cream.

➡ <http://www.moobella.com/>



Can you come up with a new business idea for food to help busy consumers save on their precious seconds?

Attention-Grabbing Advertising



Thanks to media saturation, it is now harder to reach your targeted group of consumers through traditional means of advertising and marketing. It's no longer enough to place ads in TV, radio, print, Internet, etc. You have to look for avenues and places which will **surprise** your target audience.

Consumers' expectations have increased, and if you're unable to come up with unique, radical and attention-grabbing advertising ideas like those featured below, your company may find itself out of the picture:

- Wizmark (pictured above) is described as an “**interactive urinal communicator**”. Placed in the mens' restroom, Wizmark can talk, sing, or flash a string of lights around a promotional message when somebody steps up to the cubicle to answer nature's call. The large anti-glare, waterproof viewing screen is strategically located just above the drain to allow maximum brand exposure.

➡ <http://www.isoceania.com.au/products/wizmark/index.html>

- In retail outlets and stores, AquaCell's “**coolertising**” is a patented self-filling water cooler system which they install free of charge for retailers. The water cooler is branded with advertisements and banners. This way, retailers can offer their customers a refreshing shopping experience while simultaneously giving advertisers a unique way to reach their targeted audience.

➡ <http://www.aquacell.com/>

- Arcade Marketing Inc's **scented advertising campaign** for the California Milk Processor Board, is a first in outdoor marketing. The ad, placed at five bus stops in downtown San Francisco, utilizes the company's technology called MagniScent to emit the smell of chocolate chip cookies. It costs about \$30.00 to “ad-scent” a bus stop, and the smell is expected to last a week.

➡ <http://au.news.yahoo.com/061205/2/11ny5.html>

- Even food containers are put to good use: a Chinese food restaurant in New York is sending out delivery orders in cartons which are branded with **subtle advertising messages**. Early participating sponsor Cingular Wireless had the food cartons delivered to hungry consumers with the words “*Cingular Wireless: Swing by one of our retail locations below*” imprinted.

➡ http://www.altterrain.com/article_nyt_takeout.htm



Can you think of any unique, one-of-its-kind advertising idea which will grab the attention of consumers immediately?

Cell Phone 2.0



Everybody has a cell phone nowadays. It has become an indispensable part of our lives. The cell phone has evolved from its humble beginnings as a communication tool into a super gadget that offers us many useful services and resources, thanks to enterprising entrepreneurs with brilliant business ideas such as those below:

- Quebec-based Myca offers **telemedicine 2.0**, with its innovative service called MyFoodPhone. It allows users to send photos of their daily meals to Myca's nutritional analysts who will then offer personalized dietary suggestions via biweekly videos. Easy health consultation for just \$10 a month.

➡ <http://www.myfoodphone.com/>

- New record label MMS & Buy is launching a service that enables music fans to get information about music, simply by taking a photo of the CD case and **sending it via MMS** (multimedia messaging) to their server. In an instant you'll receive ringtones, video clips, concert tickets and further information about your favourite music artistes

➡ <http://www.mmsandbuy.com/>

- Need the restroom urgently? Fear not. MizPee (pictured above) sends a list of the closest and **cleanest bathrooms straight to users' mobile phones**. Bathroom ratings are user generated and users can even search for amenities such as handicap accessibility and diaper-changing stations. MizPee is currently available in major U.S. cities such as San Francisco, New York, Seattle and Chicago.

➡ <http://www.mizpee.com/web/index.html>

- When you're craving for Starbucks coffee, reach for your cellphone. Starbucks' new cell phone-based service lets you efficiently **locate the nearest store by texting** the ZIP code of your location to the number "MYSBUX" (697289). A text message will return with the addresses of the three nearest Starbucks locations.

➡ http://www.news.com/8301-10784_3-6163614-7.html

- Wine connoisseurs, there's something for you too. **Send an SMS to WineZap** the wine name and vintage, and WineZap will text back the current low, high and average prices for the wine you're eyeing. Include your zipcode and you'll also receive a list of the nearest retailers that stock the wine, as well as their prices.

➡ <http://www.winezap.com/>

Can you think of a never-seen-before mobile service for phone users?



Ultra Luxury



The rich are just getting richer. With millions of dollars to spend, some use their huge riches to support philanthropy efforts, such as Bill Gates who gave away some \$29 billion to charities from 2000 onwards. Some just spend their money on whatever they fancy.

Entrepreneurs are coming up with new business ideas to entice the luxury-craving uber-rich to throw their money on:

- Aquadomi has got **floating houseboats** for the wealthiest to live on. The houseboat can be used as a combined home and office and is connected to the public infrastructure for water, electricity, telephone, Internet and other amenities. AquaDomi offers a wide selection of light, well-arranged quality kitchen, dining room, and living room with the latest, modern equipment.

➡ <http://www.aquadomi.dk/page.asp?objectid=170&zcs=256>

- For the dot-com millionaires: Philips and Swarovski have teamed-up to bling the tech goodies with their 'Active Crystals' collection that features **one GB flash(y) USB memory keys studded with swarovski** (pictured above). The collection includes four different designs: Heart Ware, Heart Beat, Lock In and Lock Out. Expect the USB drives to be pricey.

➡ http://www.everythingusb.com/philips_swarovski_flash_drive_12334.html

- Perfect for entertaining and personal enjoyment: **the RotatingHome**. No longer will you need to decide which rooms will have a great view and which rooms will have minimal view or no view at all — the RotatingHome allows you to see your entire view from all the major rooms in your home. It can turn a 100 times in one direction or a 1,000 in the other or stop in any position while always being connected to all utilities.

➡ <http://www.rotatinghome.com/index.html>

- Now the uber-rich can even watch TV in bed on a **wide screen TV that's built into the bed**. Using a wireless remote, you can activate the TV that rises out of the foot of the bed to show your favorite James Bond movie. The \$25,900 bed has an electronic leveling system as well. Perfect viewing pleasure in the comfort of your bed.

➡ <http://www.portalino.it/nuke/modules.php?name=News&file=article&sid=16552>



Do you have an ultra-luxurious and ultra-exclusive product idea to sell to the uber-rich?

It's My Own Car



A car isn't just a means of transport; consumers spend large sums of money on their most coveted cars and they would want to personalize the car with the latest bells and whistles into something they can be proud of. More than just driving, consumers want to be able to enjoy entertainment and keep themselves updated with work while on the road, using the latest technology or trendy fun stuff.

Entrepreneurs are making it easier for such proud car owners:

- Your favorite artists will soon play from a glove box in your car seat. **Toyota's iPod Integration Kit** allows you to plug an iPod into a vehicle's glove box and use the steering wheel or standard audio system to control the iPod, giving you fingertip control of your music. Enjoy clear digital sound from your car's speakers.

➡ <http://xrl.us/bdewe>

- If you need to work on that sales report while on the road, the **Cario Notebook** (pictured above) is a great help. Mounted securely on the steering wheel, it is made for people that travel with their cars to work. The unique design lets you comfortably use your laptop while sitting in the driver's seat of your vehicle. The Cario Notebook is easily positioned by the existing steering wheel adjustment. Just be sure not to forget your driving!

➡ <http://www.yankodesign.com/?p=187>

- Want to make your Toyota stand out from the crowd? Try Sticar. The **new line of magnetic graphics** allows you to express your inner artist on the open road. Priced at just 22 bucks, they come in packs of cool contemporary designs for you to stick on your car. You can even make make a bold statement by creating your own designs.

➡ <http://www.sticars.com/>

- Start your day to the office on a bright note. **Windshield Wisdom Cards** are little placards you place on your car's dashboard. They're white letters printed backwards on a black background — so they reflect up in readable form onto the bottom edge of your windshield. So now, as you drive, you can have positive statements of affirmation encouraging you onwards to your goals.

➡ <http://www.windshieldwisdom.com/>



Can you come up with new business ideas to target this group of proud car owners who want to make their cars to stand out from the crowd?

Social Networking Niches

Have you heard of Friendster? How about MySpace or Facebook? If you haven't, you run the risk of being called a hermit in this new Internet age of social networking community sites.

Social networks like MySpace and Facebook are changing the way we interact with the other online users, particularly among teens who are avid users of these sites. There's huge money to be made in social networking.



Not to be outdone, entrepreneurs worldwide are launching new social networking sites targeted at different niches in the market:

- Xianz is a **social network for Christians**. Calling itself the faith-based MySpace, Xianz offers its 35,000+ registered members a place to connect, pray and share encouragement with family, church friends and co-workers.

➡ <http://www.xianz.com/>

- Spout is the first **online film community** focused on connecting film lovers with great films and the people who have something to say about them. Likened to a MySpace for film buffs, the site allows members to search for, organize, recommend and buy their favorite films, as well as interact with each other via an agile and easy-to-use online interface.

➡ <http://www.spout.com/>

- Need a place to show off your art pieces? Try STUART. STUART ("Student Art") aims to connect **busy art collectors with students** who need help finding an audience for their talents. Students create profiles and upload their art, and can then chat online, giving each other feedback and of course, network with art collectors around the world.

➡ <http://www.saatchi-gallery.co.uk/stuart/>

- If you enjoy sports, Mesh Tennis may be for you. Mesh Tennis is a new **social networking site which aims to connect tennis players online**. On the website, you can search for other tennis players of their own skill level, in their own area. You can also record scores and matches, review tennis gear, schedule tennis events and read the latest tennis news. Joining a competition? Groups can be formed for club teams, school teams or doubles.

➡ <http://www.meshtennis.com/>

- Yes, there's a place for car fanatics to hang out as well. Boompa (pictured above) is a new social network focused on **connecting car fanatics together online**. Users can enter information on cars they own, or want to own. Other users can tag and comment the vehicle, and contact the owner and/or add him or her as a friend. Great place to find other MINI Cooper lovers.

➡ <http://www.boompa.com/>



Do you know of any other social networking sites which are focused on specific niches and communities? Share them with us!

A Twist on Tee Shirts



Selling T-shirts is so boring; it shouldn't qualify as a new business idea, right? Well you're wrong.

Entrepreneurs worldwide have come up with new twists and spins on the humble T-shirt and sweatshirt business so that your tees now have innovative designs and functions, and are sold unconventionally. These new shirt ideas are, in a word, cool:

- Augme.com (pictured above) has got **T-shirts that can be scanned** by a mobile phone. The T-shirts feature a datamatrix barcode, known as a "tag." Using a mobile phone camera, a person may take a picture of the tag, and the mobile phone will read the tag and open the website of the wearer. You can choose any website, social networking page, photo, video or music to link the tag to. Great for showing off your 1000+ friends on Facebook.

➡ <http://www.augme.com/>

- U Love NY? Neighborhoodies helps you express your passion for New York City. You can get ultra-cool hooded sweatshirts emblazoned with the name and identity of **your very own neighborhood** at NY-based Neighborhoodies. The company is taking this warmly-received idea global and you should see London and Paris hoodies soon.

➡ <http://www.neighborhoodies.com/>

- The T-Shirt Deli in Chicago goes by the tag line "**T-shirts made fresh daily**". It's not hard to see why. Customers get their shirts by selecting a "fresh", empty shirt from a deli counter and customizing it with personalized lettering. Each letter on your T-shirt costs US\$1 each; customers can use custom letters or their own design. Now you can get your favorite Albert Einstein quotes on your tee.

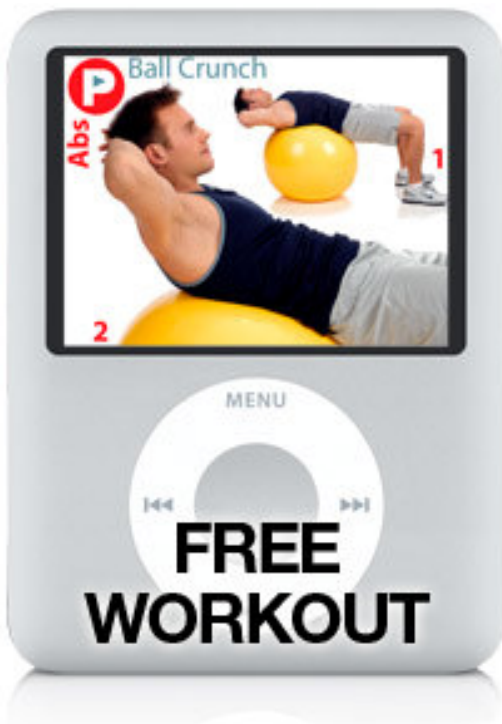
➡ <http://www.tshirtdeli.com/>

- If you want to make a bold political statement with what you're wearing, check out **T-post's "94% News, 6% Cotton" tee**. The Swedish subscription-based label designs unique T-shirts based on the current news item which the newspapers are writing about. There's a printed text explanation on the inside of the shirt which keeps you updated and informed of the major news around the world.

➡ <http://www.t-post.se/>



Can you think of new, innovative and uber-cool ideas for the T-shirt or sweatshirt business?



iEconomy for iPods

The iPod is ubiquitous. It is so popular that it has sold over 100 million units and spawned a whole new industry around the iPod, with entrepreneurs coming up with a myriad of products and services created especially for the Apple portable music player. Sales of such iPod-inspired ideas are growing in tandem with the iPod's popularity:

- **LoadProng's iPod loading service** boasts a network of more than one hundred service professionals throughout USA who can be dispatched to pick up your iPod and your CD collection at your home or office. For \$1.59 to \$1.89 a CD, LoadProng will load all the songs from your CDs into your iPod and return all equipment to you within five days. You can save on the 60-100 hours which are otherwise wasted on filling up your 40GB iPod.

➡ <http://www.loadprong.com/>

- Fancy having a (virtual) personal trainer giving you exercise instructions at the gym while your favorite music plays on? PumpOne (pictured above) has designed a range of **workout programs** (with names such as *PumpedForLife* and *PumpedForSummer*) so that you can focus on weight loss or cardio health while listening to music on your iPod. Each workout includes instructions, tips and visuals you can watch at your own pace.

➡ <http://www.pumpone.com/>

- Levi's is joining the iPod craze too. The RedWire DLX is a new range of **'iPod jeans' featuring built-in headphones**, joystick and docking cradle. Designed for men and women, it has a special side pocket with a white leather patch to store an iPod. A four-way joystick on the watch pocket allows the user to control the iPod without removing the player. Retractable headphones have been built in, together with a docking cradle that allows users to look at their iPod screen and control it via the jeans.

➡ <http://www.ap.levi.com/redwire/>

- The iRosary has an odd religious twist: it converts the iPod's white headphones into a hybrid prayer bead that can be shifted and then heard as an "audio bead" during prayer. Users can choose from "Infidel", "Believer" and "Shepherd" settings; the iPod will play back the matching MP3s as the bead is moved. Perhaps it can help make the rosary more attractive to younger iPod-toting believers.

➡ http://www.yankodesign.com/product_info.php?products_id=2033



Can you come up with unique products and services pitched at the millions of iPod users out there in the world? Or have you come across other iPod-inspired business ideas in your country?

Convenience at Your Doorstep



We all like to patronize our favorite services, whether it is the neighborhood salon or the small grocery store just across the street. In a smart move that demonstrates clever thinking, entrepreneurs are bringing the daily essential services right to where the customer is: home, office or any other location where you might be. Convenience is now right at your doorstep:

- Too busy to get out of the house and visit the grocer? If you are let Genuardis.com deliver your tomatoes and potatoes to you. You can make life easier by going to **Genuardi's online grocery store** and order one month's worth of grocery at the click of a mouse. Your orders are delivered within 2 - 4 hours.

➡ <http://www.genuardis.com/>

- Down under, Aussie Pet Mobile **home-delivers pet grooming services** in a specially equipped van. With a grooming station at your doorstep, you can watch as your beloved Golden Retriever receives an in-van shampoo, conditioning, blow-dry and brush-out.

➡ <http://www.aussiepetmobile.com/>

- **Junk removal company 1-800-GOT-JUNK?** (pictured above) operates many franchises in large metropolitan areas in the USA and Canada. When you have got old furniture to throw away, call the toll-free number on your phone. You can even book online. Shiny Isuzu trucks with uniformed drivers from 1-800-GOT-JUNK? will arrive soon, ready to pick up your junk.

➡ <http://www.1800gotjunk.com/>

- If you need a haircut before you meet your client for a business deal, try looking for a HairPOD near your office. The **transportable, free-standing styling booths** offer quick, inexpensive haircuts while on the go. They can even be relocated easily if necessary, thanks to the compact design.

➡ <http://www.hairpod.net/>



Can you apply this new business idea of straight-to-the-customer's doorstep, to other consumer needs and come up with a new business?

Vending Machine Variety

When you're thirsty for a Coke, you go to the nearby vending machine and get your drink. Today, you can get much more than just the usual carbonated drink from the vending machine.

Entrepreneurs are selling mobile phones, umbrellas and whatnots through the ubiquitous vending machine:



- Motorola has positioned InstantMOTO **vending machines that will sell RAZRs** and other cellphone accessories at highly-trafficked locations across the U.S. such as malls and airports. It's anyone's guess whether Motorola's bet on anytime convenience to draw travelers and off-hours shoppers will pay off.

➡ <http://www.mobileburn.com/news.jsp?id=2732>

- We can't leave home without our iPods and PDAs, and so Chargebox must have figured out that we really can't survive with the gadget's battery near-empty. The **ChargeBox vending machine** offers a solution: users simply plug in to the charger that corresponds to their device, make payment with a coin or via SMS, lock their box and return when charging is complete.

➡ <http://www.chargebox.com/>

- Perfect for rainy days, UK-based Umbrolly (pictured above) gives the same idea a twist with **vending machines that sell umbrellas**. Their machines located in and around London sell approximately 50 umbrellas per machine per rainfall day. International expansion is also on the horizon.

➡ <http://www.umbrollys.com/>

- Here's one for the healthy dieter. YoZone by YoNaturals is a **vending machine that stocks organic products** instead of the usual junk food. YoNaturals offers a wide range of items, from fresh fruit to products by regarded brands such as Tazo (tea), Clif Bar (energy bars), and Horizon Organic (dairy).

➡ <http://www.yonaturals.com/>

- In case the strong wind ruins your carefully done-up hairstyle en-route to a party, fret not. Beautiful Vending, a UK company, has released a **hair straightener vending machine**, conveniently available in clubs, bars and gyms. A pound coin allows you to use a set of heated flat iron tongs to adjust your hair for 1.5 minutes.

➡ <http://www.beautifulvending.com/>



What else can you sell with a vending machine?



Common Scents

If you're an entrepreneur, it's common sense to use smells, scents, fragrances and odors as an incentive to lure consumers to purchase your products or services.

After all, our sense of smell is part of our basic instincts without which many of our most important and significant experiences would not be as memorable.

Here are some new business ideas which aim to infiltrate our nostrils to make us part with our money:

- You may smell inherently seductive if you're blessed with good genes. A company called **My DNA Fragrance** claims that it can develop a perfume for women or cologne for men based on your DNA. Just send a swab of saliva to the company and you can get your own customized scent.
➡ <http://www.mydnafragrance.com/index.php>
- Even major companies are betting on the effectiveness of scent marketing. *USA Today* and the *Wall Street Journal* are preparing to insert "rub and sniff" newspaper ads in their pages. Meanwhile, retailer Wal-Mart is testing experimental DVDs with "**smell-o-vision**". Expect electronic scent wafers that release the odor of a burning building at precisely timed moments when you're watching an action-packed movie.
➡ <http://xrl.us/bdewi>
- Recently introduced to North America, the **Scentuelle patch** (pictured above) consists of a complex combination of scent molecules that stimulate the libido by targeting the brain's smell receptors which control sexual desire. Feeling sexy tonight? Simply place the small, transparent patch on the inside of your wrist, and smell it regularly throughout the day. You'll be looking forward to the night time.
➡ <http://www.scentuellepatch.com/>
- Staying at The Ritz-Carlton Tokyo evokes a sense of luxury. That's because it is the target of **subliminal scent branding** by aroma development specialist Air Aroma. At the hotel's main lobby, the delectable fragrance of rich chocolate is captivating from the moment you step off the elevator. The exclusively scented fragrance creates an atmosphere of luxury for the hotel.
➡ <http://www.air-aroma.com/>



Can you come up with new business ideas utilizing the sense of smell to attract new customers?

Health is Wealth



Health is the new wealth. Many companies and entrepreneurs are creating new, innovative products with an emphasis on the consumer's health and body image, knowing that healthcare is an area which can unlock potential riches. Here are some of the most creative and interesting concepts we've seen lately:

- White Glo's Crave Away toothpaste is the first **appetite control toothpaste** that not only whitens and cleans your teeth, but helps suppress appetite as well. Apparently, it is created with herbal formulas which signal the brain that the body has eaten. Creative and effective way of weight management ... unless you don't brush your teeth everyday.

➡ <http://www.whiteglo.com/>

- Bliss's Ray of Hope is a water-resistant sunscreen which uses a combination of a UV activated slimming ingredient and caffeine to temporarily tighten skin when you need it most, for example, while lying on the beach wearing a bikini. It helps to protect your skin from harmful UV rays while **enhancing your body image** at the same time.

➡ <http://xrl.us/bdxd>

- The **VIOlight toothbrush sanitizer** claims to kill 99.9% of germs found on your toothbrush using UV light. Plug it into the power outlet, place your toothbrushes in the four slots, press the button, and the 10 minutes of ultra violet light treatment would have killed all those nasty germs and bugs that may endanger your family everyday.

➡ <http://www.violight.com/index.html>

- You may have to go for a jab from time to time. Make it as painless as possible with the Luminetx VeinViewer which claims to **eliminate off-target jabs** by showing the nurse exactly where to poke. It uses near infrared light to detect veins inside our body and produces a strange green web on a piece of plastic on your arm, showing the whereabouts of your veins.

➡ <http://www.luminetx.com/main/content.aspx?mnu=veinviewer>



Can you come up with the next big idea in the healthcare industry?



Love for Pets

The pet industry is growing at a healthy rate and 84% of American pet owners say they regard their animal as a member of the family. They are increasingly willing to splurge on their pets' comfort and well-being. As man's best friends, surely our lovely companions deserve the best.

Entrepreneurs are coming up with new business ideas to take advantage of the growth trends in the pet industry:

- If it gets too hot, you will want to drink more water and so does your pet. **The Automatic Refill Water Bowl** is a 1.8 gallon automatic stainless waterer that you can attach to a garden hose to provide fresh water for your pet at all times.

➡ <http://www.smarthome.com/61882II.html>

- The ChillyDog vest is also helpful in a world that is heating up. This **revolutionary cooling product maintains a constant 15°C** for your beloved dog and is able to recharge in minutes. The vest basically wraps your dog's abdomen with cooling ice packs which helps to absorb dangerous heat away from your dog. It is designed to fit comfortably and allows freedom of movement.

➡ <http://www.helpingudders.com/CoolingVests.htm>

- If you're worried about your dog's comfort when it sticks its head out of the window while you're driving, the **Outward Hound Window Dog Chin Rest** (pictured above) is probably a viable solution. The product slides over the edge of an open window, creating a nice cushion for canine chins to rest on. Extra comfort when you're driving over rough and bumpy terrain.

➡ <http://www.pawsonthetrail.com/site/842713/product/OH-00678-01>

- Pamper your dog further with **dog beer**, a beverage brewed especially for you canine friend. Called "Kwispelbier" after the Dutch word for a wagging tail, this non-alcoholic beer is more of a malt liquor flavored with beef extracts. Going by sales of this brew in Holland, the dogs seem to be taking to its taste.

➡ <http://news.bbc.co.uk/2/hi/europe/6288107.stm>



What other pets-related new business ideas have you seen in your country?

Wireless Wonders



RFID (Radio Frequency Identification) is set to experience big growth over the next five years, according to analysts. Judging by the new innovative business ideas powered by the RFID technology featured below, it's not hard to see why.

To put it simply, RFID uses tiny computer chips to track and identify items wirelessly. Let's have a look at some interesting RFID business ideas we've seen around the world lately:

- Radianse (pictured above) is an expert in **indoor positioning solutions using RFID** to locate and associate equipment and people in hospitals. The Radianse single-use RFID tag can be slipped onto a patient's ID wrist band. Patients can be located instantly, and depending on the situation, hospital transport can be dispatched to the patient's exact location.

➡ <http://www.radianse.com/>

- T-Systems International GmbH has developed an **e-ticketing system** in collaboration with the German Mass Transit Authority based on RFID technology. It consists of a semiconductor-based smart card which allows passengers to pass by a card reader without having to swipe or insert their cards into the device. Convenient for rush-hour commuters.

➡ <http://www.cio-asia.com/showpage.aspx?articleid=886&issueid=95&pagetype=2>

- Tokyo-based company TechFirm is offering a service that connects consumers and small retailers using RFID. You can "**bookmark**" **your favorite stores** by showing your RFID-chipped phones to RFID readers installed in the store. Using a dedicated mobile application, information about all your "bookmarked" stores can be sent wirelessly to you. This way, you won't miss out on that big sale.

➡ <http://gizmodo.com/gadgets/tag/bookmark-stores-with-rfid-102914.php>

- Also in Japan, Mitsubishi Electric Corporation has developed a technology that combines **RFID tags and cameras for controlling elevators**. With their technology, elevators don't make people wait for them. Instead, they wait for people as they can now tell if a person wanted to use an elevator or was just walking past the elevator.

➡ <http://www.we-make-money-not-art.com/archives/004076.php>



What new, radical RFID wireless business ideas can you think of?

Smart Cab Services



In the urban jungle we live and work in, cabs are the preferred way to all our destinations for many people. Cab usage continues to grow despite the various alternatives, and entrepreneurs in major cities of the world are creating waves in the cab industry with their bold new visions of taxi transport:

- Worried that your teenage son might drink and drive? Eliminate your worries by purchasing the **Get Home Free prepaid cab card** for him. Available in Minneapolis suburbs, Get Home Free is a flat rate prepaid card targeted at teenagers and college students who have been drinking or simply have met with car trouble. Just ring the Get Home Free hotline and a cab is immediately dispatched to get the card holder back home safely.

➡ <http://www.gethomefree.com/>

- In the online Web 2.0 world, it's no surprise that you can order a cab online. 1-800-cab-ride.com claims to be the first **one-stop online shop for scheduling taxi cabs**. How it works: surf to the website, choose pickup and drop off locations, and the service will have a ride dispatched. Like all e-commerce shops, you can pay direct on the website with a credit card.

➡ <http://www.1800cabride.com/>

- Pink Ladies (pictured above) is a private car hire franchise in London that only caters to women passengers. The all-female drivers drive the luxury Renault Kangoos vehicles and pick up their female customers who sign up as members (membership benefits included) and pay via credit card or a 'pink account'. Pink Ladies aims to offer **security and peace of mind** to female customers who want a safe ride home from secluded places.

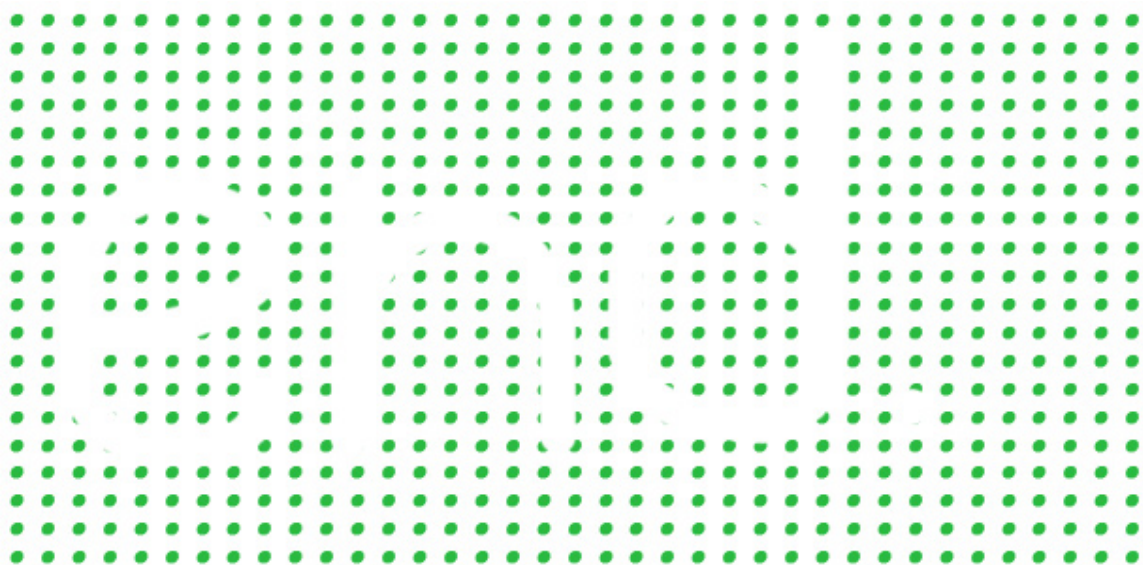
➡ <http://www.pinkladiesmembers.co.uk/>

- In Liverpool, tech firm Crane Dragon has a taxi service that allows **travellers to get a cab via SMS**, and then share the journey with other passengers going to the same area. You can use the 'Texxi' service by sending your house postcode to the Texxi SMS number. All passengers wanting to go to the same area will be aggregated and you will then receive the confirmed taxi's number as well as a pre-determined gathering point where the cab will show up.

➡ <http://uk.texxi.com/pro/texxi.nsf/uk/home>

What other innovative taxi services and solutions have you seen in your country?





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