Find Your Startup Idea

Sean O’Malley
Co-Founder | BillFloat
Finding BillFloat

• BillFloat is a technology company enabling a new way to make payments

• Consumers ‘get more time’ to pay bills at lower cost than alternatives – distributed through billers

• Disrupting the bank overdraft market

• Founders from EIR programs at Venrock & Paypal

• Spent 3 months getting to ‘the idea’
The Idea Sweet Spot

Large Market & MegaTrend

Solve a big problem
provide a unique offering

Focus on Blue Ocean Opportunity

Where do you want to play?

Your Passion

World’s Best
The Idea Creation Model

1. Go broad
   Where are the opportunities?

2. Go deep
   Where are the problems?

3. Customer discovery
   Who are the real customers?

Does it fit your Idea Sweet Spot (if no)?
If you remember anything...

Most successful ideas are about **making lives better**