



Ideabook

founders first. founders first. founders first. founders first. founders first. founders first. founders first. founders first.

facilitated by



presented by



FOUNDER!





how this ideabook was made

30+ participants. 2 co-founders. 1 facilitator. 90 minutes. Pitch + Overview with Founder Interview. Breakout ideation groups focused on 6 key questions. Final survey.

how to use this ideabook

Read through each idea. No judgment. Simply survey what is here. Scan. Observe it. Then, read it again.

Cross out what 'doesn't fit.' Mark a question mark to follow up or learn more. Star or underline intriguing ideas.

Likely, a few ideas will stand out as both easy and high-impact. Don't forget to SCAMPER: Substitute. Combine. Adapt. Modify. Put to another use. Eliminate. Reverse.

people, then ideas

Ask for follow ups. Get help. Delegate.

People want to help & contribute.

idea 1: marketing momentum

Brainstorm ideas for creative campaigns, social media, public relations, and beyond.

- Event marketing: Handouts @ events, orchestra, theatre
- Paid ads and performance marketing will be something to consider
- Go listen to My First Million ep. 2/28/23... they talk about Shawn's AirBnB... go rent the space then leave a bunch of stuff to get their attention (e.g. fill room w/ balloons w/ your face/logo on it)... get featured on MFM!!!
- PR: Local news - finance, tech, UMN
- Influencer strat: Outsource OR become a tiktok funny voice in the system
- Link/partnership with a retail trading platform: blog mentions, newsletters, two-way → start mentioning them
- Draw insights from the platform that are interesting, funny, or engaging. Leverage that in bit-sized tiktoks
- Remember what your target market actually wants. Not to make money, but to sound, look and feel smart. Play to that.
- Make a public bet with a hedge fund, try to maximize exposure

idea 2: let's dream product

Finish this sentence: What if v2.0 of babbl included _____.
(Think capabilities, tools, features, B2B, B2C, etc.)

- Add data from option trading - to help with mood
- CONTENT: Newsletter, customer acquisition, how can user DIY?
- What if V2 could track source reliability/accuracy?
- Can you build a portal that allows users to pick certain data sets with a description and use that along with your underlying tech to draw unique conclusions?
- A Publishing Team can use it to publish articles. Become a bridge.
- Ability for user to compare stocks within sector/label
- Industry specific newsletters for investors that really care about certain industries
- In the newsletter, I need a reference for the sentiment tracker. Anchor it against something. For example, today's sentiment - overall or specific - against yesterday, last week, last month, etc.... Graph me the changes on the newsletter at the top next to your current tracker

idea 3: rename Babbl!

Explore and brainstorm new naming and branding concepts for babbl.

- Not a name, but a tool: Nameliz → AI name generator
- Could you personify your product... diff than company name... like Duo from Duolingo, Siri, etc.
- Consideration: what would the company be called if you were to build a suite of products?
- Company name vs. product name
- Dollar Invest Club
- Anni (name of AI)
- MOC (master of coin)
- Market Flury
- Hype Market
- Statistico
- Invest X
- Tickering
- Bullish News
- Forcastio
- Predictus
- Predictit
- Bullish
- Briar Bull
- Buzz Basher
- BS Detect
- Detect BS
- Snifr/Sniffer
- Market Oracle
- News Oracle
- Fin Oracle
- Compré
- Stock Sniff
- Betable
- Stocksense
- Stockbox
- Tickertell
- Forcastit
- Tellatick
- Swelltrader
- XMarket
- Predict Trade
- Invest Sense
- ForastTic
- TickerTock
- TickerTalk
- TradeZone
- UberTrade
- ProfitZ
- Stocksy
- Profit Edge
- Senti
- Bullish
- Buzz Breaker
- Buzz Break
- Market Babble
- Sentiment
- Mood
- Outlook
- Consensus
- Crowd
- Confluence
- Counsel
- Pynx
- TownSquare
- Square
- Flow
- Surf
- Agora (greek root, look up)
- Forum
- Ticker Scrape
- Fadly (don't get fooled by fad investments)
- Prostock
- InvestX

idea 4: strategic partnerships

Brainstorm win-win partnerships. Who could Ramsey and Sam reach out to to chat about strategic partnerships? Think both B2C and B2B!

- Reduced priced institutional tool for university investment clubs
- Tool for late stage VC and private equity trying to gauge strategic acquirer position
- Partner with brokers that support DIY investors (Fidelity, Schwab, Etrade)
- Retail vs. Enterprise
- Did you call that guy? James Y
- Direct sales to wealth management firms
- How saturated is the sales environment directly to the decision maker (who determines the investments?)
- How successful could a virtual direct sales approach be? What is your net profit per sale?
- TikTok influencers (must own a patagonia vest)

idea 5: investor connections

You knew the fundraising question was coming! Brainstorm fundraising ideas and practices, the what, where, how, when - and who.

- Go to sporting event (pro) and valet park your car... once you are into the garage, put flyers on all the expensive cars... find your next angel or pro athlete to invest
- Not an investor, but MassChallenge is a good accelerator
- Stand outside events and solicit people w/ fuck you \$\$... make big sign that reads, "Do you have FU money? Come invest, let's talk, etc."... Find angel investors who don't know they are investors.
- Don't accept \$\$ from just anyone! Would you marry them?
- Are there bitcoin bro influencers who would want to invest AND advocate to an established audience?
- Are there investment/accelerator opps in the financial industry?
- Look to a potential future acquirer as an a potential investor

idea 6: think big!

Think bigger! Dream with us! Sky is the limit. Let's 10x this thing and take it all to the next level.

- Ride the AI trend
- Make an RPG game out of it: Avatars, social capital (cool factor), simulate trades, sentiment analysts over conventional metrics
- Babbl Social Media - add a social media
- Brand the Babbl metric score - does a positive score mean that I (the DIY investor) should invest?
- Anti-Portfolio: show what investments Babbl MISSED - creates trust
- What if you build a tool to help Gov. and LEO's track disinformation so they can get ahead of it?
- Start TV show to compete with MAD Money
- I think Babbl is a great candidate for crowdfunding equity raise - help users own equity in Babbl
- Simulated Portfolio: what does a successful portfolio look like?
- Connections: Silicon Prairie (funding source)
- Auto-Trades: Beyond news sifting/curation, have the AI make a choice. Serve up choices to user who can then accept/veto.
- Any sort of ML or AI, you want that in the name.
- B → C, Robinhood. This is a feature that they can add to their app in their premium service
- I think this is more in line with a C → C company. Broadcast architecture, Create a portal when people can amalgamate diff datasets and draw these sentiments themselves they would pay a fee.
- For someone like TD Ameritrade, you would have a lot of proof of concept
- It all comes down to → USER ENGAGEMENT
- Content Marketing: How will you position Babbl as a (cliché) "thought leader" in investment? Why should people believe in Babbl's AI ability