Individual Idea Assessment

Emma Humphreys

Old Dominion University

Entrepreneurship in Professional Studies- CYSE 494

Rob Batchelder

February 22nd, 2026

Venture Idea 1- Senior Citizen Mobile Application

Overview and Need:
This venture proposes a mobile application designed specifically to help senior citizens detect and avoid scams and phishing attempts. The application would analyze suspicious emails, text messages, and phone calls and provide clear, easy-to-understand explanations about why the messages may be fraudulent. It would also include educational resources that teach users how to recognize common scam tactics.

The problem this Idea addresses Is the Increasing number of scams targeting older adults, who are often less familiar with digital threats and modern technology. Existing cybersecurity tools are typically too complex or not tailored to the needs of seniors. This venture fills a gap in the market by offering a simplified, user-friendly security tool designed for an older population.

Evaluation of Potential:
There is a strong market demand for solutions that protect seniors from online fraud, as cybercrime and phishing scams continue to rise. This venture has significant scalability potential through partnerships with senior living communities, healthcare providers, and financial institutions. Profitability could be achieved through subscription fees or licensing agreements with organizations that serve older adults.
Potential challenges include ensuring the application is accessible to users with limited technical skills and maintaining current scam detection methods as threats evolve. Another risk involves building trust with older users who may be hesitant to rely on new technology. These challenges can be addressed through simple interface design, clear instructions, and collaboration with trusted community organizations.

Discovery Process:
This opportunity was identified through personal observation and increased awareness of scams targeting senior citizens. News reports and cybersecurity studies frequently highlight older adults as one of the most vulnerable populations online to fraud. Brainstorming ways to adapt cybersecurity tools for non-technical users led to the development of this idea.

Venture Idea 2- Small Business Cybersecurity Training Application

Overview and Need:
This venture proposes a mobile application designed to provide cybersecurity awareness training for a small business. The app would deliver short, interactive lessons on topics such as phishing prevention, password management, and data protection. It would also include quizzes, progress tracking, and automated reminders to reinforce learning.

The problem addressed by this venture is that many small businesses lack the funds to provide in depth cybersecurity training to employees. Employees are often the weakest link in an organization’s security posture, yet training programs are frequently too expensive or complex for small companies to implement. This venture fills a gap in the market by offering a simplified, low-cost solution specifically designed for small organizations.

Evaluation of Potential:
Market demand for cybersecurity solutions continues to increase due to the growing number of cyberattacks targeting businesses of all sizes. This venture has strong scalability potential because it is software based and can be distributed to a large number of users with minimal additional cost. Profitability could be achieved through monthly or annual subscription fees paid by small businesses.

Challenges include competition from established cybersecurity companies and the need to continually update the content to reflect the emerging threats. Additionally, convincing small business owners of the importance of cybersecurity training may be difficult. These challenges can be mitigated by emphasizing the ease of use, affordability, and measurable improvements in employee awareness.

Discovery Process:
This opportunity was discovered through academic experience in cybersecurity and observation of frequent data breaches caused by human error. Industry research and news articles show that most cybersecurity tools are designed for large corporations, leaving small businesses underserved. Brainstorming ways to simplify training for non-technical employees led to the creation of this concept.

<u>Comparative Analysis</u>

Analysis
Both venture ideas address significant cybersecurity problems and are grounded in Design Thinking by focusing on the needs of specific user groups. The first venture targets senior citizens who are vulnerable to scams and phishing attempts, while the second venture targets small businesses seeking affordable and accessible cybersecurity training.
The scam and phishing detection application for seniors focuses on individual consumers and emphasizes the simplicity and trust. It requires careful design for accessibility and user education but has a strong social impact and broad appeal among an aging population. However, it may face challenges related to adoption due to technological hesitation among older users.

The cybersecurity awareness training application for small businesses operations in a business-to-business market and has higher scalability potential it benefits from predicable subscription revenue and increasing demand for workplace cybersecurity education. This venture algins closely with professional and academic skills in cybersecurity and may require less user persuasion once businesses recognize their security risk.
In terms of resources, the senior focused application would require more emphasis on customer support and user experience design, while the small business application would require technical development and content updates. Both ideas have potential for growth, but the business focused venture offers clearer long-term revenue opportunities.

Idea with the Most Potential
The cybersecurity awareness training application for small businesses is the venture with the most potential. This conclusion is based on its scalability, alignment with professional skills in

cybersecurity, and strong market demand. Businesses increasingly recognize the importance of protecting their data and training employees to avoid cyber threats.

While the scam and phishing detection application for seniors addresses a critical social issue and provides meaningful protection for a vulnerable population, it may face greater challenges in adoption and trust building. The small business training application offers a more sustainable business model with long-term growth opportunities and the ability to expand features such as compliance tracking and certification programs.