

**Business Idea Development and Evaluation Using Design Thinking:**

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## **Venture Idea 1: Cybersecurity Awareness Platform for Teens**

### **1. Overview and Need:**

This idea is an online platform and mobile app that teaches cybersecurity fundamentals to teenagers through interactive games, real-life scenario simulations, and community-based challenges. The goal is to create a fun and engaging way for teens to learn about online safety, phishing, identity protection, and digital hygiene.

The problem it addresses is the widespread lack of cybersecurity education among teens, who are increasingly becoming targets of scams and online threats. Current school curricula often overlook this vital subject. The platform fills a gap by providing age-appropriate, gamified learning specifically designed for younger users.

### **2. Evaluation of Potential:**

The market for educational technology (EdTech) is expanding rapidly, especially among K-12 students. Parents and schools alike are investing in digital learning tools. This venture could scale through partnerships with school districts, nonprofits, and cyber education initiatives.

Challenges include the need for continual content updates, compliance with child privacy laws, and marketing to both parents and schools. However, the high demand for online safety tools and the increasing concern around teen digital wellbeing create strong profitability potential.

### **3. Discovery Process:**

This opportunity came from personal experience mentoring students in cybersecurity clubs and observing a significant gap in awareness. Additionally, research into cybercrime statistics and trends in youth internet use confirmed that teens are a vulnerable demographic with limited resources tailored to their needs.

## **Venture Idea 2: Mobile Hair Styling Service for Busy Professionals**

### **1. Overview and Need:**

This venture is an on-demand mobile hairstyling service that sends licensed stylists to clients' homes, workplaces, or hotel rooms. Customers can book through a mobile app that includes stylist bios, service options, reviews, and payment features.

The idea addresses the problem of time constraints faced by busy professionals, parents, or individuals with mobility issues. It fills a market gap by offering salon-quality service at a convenient location, saving clients the time and stress of commuting to salons.

### **2. Evaluation of Potential:**

The beauty and personal care market continues to grow, and convenience-based services are in high demand. Platforms like Uber and DoorDash have already paved the way for the acceptance of on-demand

services. This business could scale regionally, eventually expanding to include makeup, nails, or massages.

Challenges include managing quality control, hiring reliable professionals, and ensuring the safety of both clients and stylists. Despite these risks, profitability is promising in metropolitan areas where time is a premium and disposable income is higher.

### **3. Discovery Process:**

This idea came from firsthand experience working in the beauty industry and noticing the increasing number of clients expressing frustration with scheduling and salon wait times. I also drew inspiration from trends in service-on-demand platforms and customer preferences for at-home convenience post-pandemic.

## **Comparative Analysis**

### **1. Analysis:**

Both ideas offer strong market potential but differ in execution and target audience. The Cybersecurity Awareness Platform focuses on education, targets teens and parents, and requires partnerships with schools and educators. It aligns well with rising cybersecurity concerns and could tap into grant funding and public initiatives.

The Mobile Hair Styling Service targets adult consumers in urban settings and provides immediate revenue from service fees. It has lower tech development costs but higher personnel and logistics management challenges.

From a personal skillset perspective, the cybersecurity platform aligns with my background in digital forensics and education, whereas the beauty service leverages my past work as a hairstylist.

### **2. Idea with the Most Potential:**

I believe the Cybersecurity Awareness Platform has more long-term potential due to its alignment with national cybersecurity priorities, scalable digital infrastructure, and broader societal impact. Additionally, it offers room for growth into other age groups and international markets, and it's more adaptable to grants, subscriptions, and partnerships.