

Ideas Live - The 100 Idea Handout

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Together, we generated 100 ideas live, the other day. This handout here, is the proof to the power of investing time and brains collectively. This compilation of ideas is exclusively for you!

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HOW TO MAKE COMPANIES BUBBLE WITH CREATIVITY

There was a lot of resistance to nurturing creativity and innovation. So, we have shortlisted that segment of ideas and thoughts first.

1. Cut the excuses. You only need time to invest and minds to think. Both are available in ample during lockdown.
2. Make it personal. If you lose your job tomorrow, if your business shuts down tomorrow, creating awesomeness and innovation will be your only choice. Realize you do not have a choice. The sooner you get in that mindset, the better it is.
3. Familiarity and experience are nothing but a need for security. However, everything we know so far, will no longer work post-lockdown. Experience is needed for execution, but right now, unless you innovate, what will you execute?
4. Innovation is not about margins and trying to do something within your comfort zone. Even SpaceX is getting created by Tesla's money only. So, figure out ways to feed the money in from one source and let innovation give you another source to create wealth in future. Get rid of that tunnel vision.
5. Innovation and creation need trust and it doesn't happen easily in organizations with a Newtonian structures. The way to go about it is to identify patterns, call them out and break them. There's no other way than courage.
6. If you think you want to remain on track, creativity and innovation won't happen. In any case, everything on track is giving you zero revenue right now. You can keep making zero, sure.
7. Regarding survival, you cannot maintain status quo. Look at biology, history, or business. To survive, you need to either evolve, or mutate, or perish. Decide what you want to do.
8. If your leadership is the hurdle, call it out. Fire your leaders mentally, do what needs to be done. Be in action. Right now, is the time to take a risk on your job, because it's already there – the risk!
9. Successful execution of innovative ideas needs identification of the real problem rather than symptomatic solutions. It also needs you to get out of the chain of command culture.
10. Don't worry about losing the awesomeness you are going to create. Once created, the awesomeness is yours and it will remain.
11. Empowerment is felt, not given or taken. So, go on, shake it up. Organize open houses, internal conferences, use resources from thought leaders, and tell your leadership to think out of the box. Or God save you!
12. The world economy will be impacted, but only businesses who can come up with a creative response will survive and thrive. The impact will be less of Ovid, and more of our reluctance to innovate and create awesomeness.
13. Don't worry and think about whether you can acquire international, or Chinese markets. Think about creating value, if you can create it in India, you can sell it anywhere. The market geography doesn't matter, the value you add does!

Rise Takeaway

Evolve, mutate, or perish. In times of crises, your business needs a creative response. Your current methods and proven track records are giving you zero right now. So, either make creativity and innovation a choice, now, or keep making more of the zero!

CONSULTING AND ADVISORY INDUSTRY

14. See if you can co-create, collaborate and partner with your clients to create ground-breaking solutions.
15. Consider redesigning your model of service. One way is to lease your senior partners for 2 or 3 months to your clients and help them redefine their products, people, processes etc. to suit the new normal.
16. Use this time to build relationships because that's what consulting business is all about. Right now, business leaders are available, willing to listen and they need you. Be there for them.
17. Don't fall into the short-sighted trap of selling webinars or seminars for 500 or 3000 bucks etc. irrespective of what branding you use.

AIRLINES

18. Why haven't you already considered getting into logistics? The world is grappling with supply chains and people are not going to be flying for some time to come. Instead of laying people off and suffering losses, why can't you sell your services at per cubic meter or a similar parameter?

CEMENT, STEEL, TRADITIONAL INFRASTRUCTURE

19. See what you can innovate in terms of how the virus reacts with your manufactured product. Can you find a way to find a way that the virus can't sustain on your product, or surface? If yes, you will be able to change the face of the world economy.
20. If you're trying to figure out housing solutions, well hospitals are what we need. Can you create an affordable modular hospital in the next 30 days, like the Chinese hospital that was constructed within 90 days? If yes, your design is needed around the globe today.
21. Stop focussing on cement just because you are in that industry. If affordable housing is what you want, then focus on other materials you can use. Worldwide it's glass and wood. Cement is irreplaceable, will eventually come back anyway. Once the lockdown is over, supply chains will eventually normalize, and you will bounce back.

Rise Takeaway

Innovate, research, co-create, re-examine your product, people, services, sector, and the key problems. Be there for your clients when they need you and build a far-sighted vision.

FOOD / GROCERIES / AGRICULTURE

22. Seriously? You sell food. People need you. However, your industry lacks variety in taste. Solve that problem, you will be in a different league.
23. Replace the restaurants by supplying packaged food that delights buyers. You will take the bus no one else seems to be taking.
24. A business that can help people grow some of their food, kitchen gardens, roof top gardens, is a good idea. Just make sure you can be reached by people online.
25. Online groceries are great. If you can build hyperlocal trust with customers, even better.
26. CPG companies partnering with pharma companies may not be a great idea. Get food to people, see if you can arrange food, love and care for them. You will reach their homes. Think of what Kellogg's did in the great recession.
27. Any business that works with farmers, agritech, supply chain, direct sourcing, retail etc, is good. The crop cycle has happened, people will always need food and there is enough business opportunity.
28. Don't be worried about the food scarcity and hunger. Focus on solving a problem related to food and you shall be doing quite well both in terms of adding value to people's lives, as well as business opportunity.

HOTELS / EVENTS / MALLS / SALONS

29. Your business models have to change. Forever. The sector is officially shut by the government, but that doesn't mean people will stop living, or people will not want experience.
30. Focus on creating experiences for people. Take the hotel to the people if people won't come there. Convert their homes into 2-nights, 3-days experiences. Delight them with the welcome break.
31. People do not need manpower as a resource, to get married, or to enjoy themselves. You are efficient planners, so focus on planning. Plan online events, create virtual conference experiences. Create ways for people to celebrate memories and joy of their weddings or life events.
32. Host events. Partner with celebs. They are free and will be available. People will pay you for ticketing.
33. Salons – take the experience home to the people. Build trust about hygiene, and you shall be able to crack the problem.
34. Wellness centres are not a great idea at this time. However, an online emotional wellness centre is a good idea. Also, if you have the money, it's a good time to buy property for one, so you can start a centre post Coved lockdowns.

Rise Takeaway

Solve a real problem that adds value to people's lives. Take the solution to people if people cannot come to you. Afterall, a lockdown is not an excuse to not delight customers and create an experience for them.

NBFS / FOREX / INVESTMENTS / STOCKS

35. People still need loans; they still need money. They are unlikely to pay the interest on the loans. See if you can create a model where you can extend loans that are interest-free for one year from when the lockdown ends. You already have numbers related to the outflow on savings interest, the impact one year of interest might make, and the opportunity cost of sitting on the money in your bank.
36. FOREX is no more about travel etc. It's about ROI. 20th March, the Pound was for 85 INR. A few days ago, it was 95 INR. If you haven't offered to help people make 10% profit within a month of lockdown, you have already lost the opportunity. So, stay observant of these trends.
37. If Warren Buffet is still investing, no reason why you can't. Look at stocks that are available for cheap. Focus on investing into credibility, and companies that are innovative. Consider exiting traditional players.
38. Be wary of good companies, because the chances of them going down and not being great are high. Innovative companies stand a better chance in times of Chaos.

CAPEX / PROFITS / INVESTMENTS

39. This is the year to question your CAPEX requirements. If you want to build a plant, you will be able to purchase one for a far minimal price down the line. Just acquire.
40. Invest in long-term projects, only if it has the potential to shape future and if you have deep pockets. If the project was supposed to do what you did pre-coved, just abort it.
41. Don't invest in CAPEX unless you're going to manufacture something new that feeds into the demands of tomorrow.
42. MSMEs, start-ups, should look at innovating even more, because they do not have heavy structures and the inertia attached to it. So, use it to redefine your industry and create quick competitive advantage.

LABOUR INTENSIVE INDUSTRIES

43. Your differentiator will be how did you treat your casual labour. If you took care of them, they will service your customers once lockdowns open, come what may. If you were short-sighted, you've lost their trust and loyalty as a leader. Too bad!
44. Right now, is not the time to let people go. So, don't be short sighted with a tunnel approach.
45. For those of you who employ delivery personnel, take responsibility with compassion. Take care of your frontline. It builds a trust in the customer also.
46. Consider deploying drones, now that even the air transport and other systems are on hold. When are you going to use technology as your differentiator, if not now?

Rise Takeaway

If Warren Buffet is still investing, why shouldn't you? Quit the traditional, focus on the innovative and credible. Invest CAPEX to solve immediate needs. Otherwise simply acquire. Most importantly, treat your people well. Afterall, they are the ones servicing your clients.

AUTOMOTIVE / AUTO-COMPONENTS / AUTO-CHEMICALS

47. Adopt a wider lens, which looks beyond your customers.
48. Car seats can be sold to theatres. This has been successfully done after the 2008 crisis to create a 2000 Bn Dollar business.
49. Steering wheels may be used in wheelchairs.
50. Rubber can be used in PPE units, medical facilities.
51. Use your R&D department (chemical manufacturers), create a virus resistant chemical.
52. See whether you want to redefine product, process, people, resource, client. Each product you manufacture, or the raw material has multiple other uses. Examine which aspects of your business are fungible and you should have more ideas.
53. Community-based platform for automotive industry will succeed as long as it facilitates either consolidation, or cannibalism. So, you have to either bring businesses together, or facilitate mergers, acquisitions etc. It has potential.

REAL ESTATE

54. You can't convince people to buy property right now. You can, however, create a rent-and-own model, which is right now existent in very few countries in the world. That would be a real breakthrough move.
55. There's a large population that lives on rent. Negotiate rental with them. Convince people to move into your property, charge them the rent, 3 years later, give them an option to buy it.
56. In the process build your potential customer database. A viable database means the potential of attracting an investor.
57. There will be no new clients unless you redesign and offer new deals and offers. Consider renegotiating contracts and offering discounts.

FURNITURE / INTERIOR DESIGN

58. No one will come to the stores. Take your furniture to people.
59. Focus on the B2B market. Go to corporates, see if you can help them find solutions to redesigning workplaces with social distancing norms, without having to redesign their entire structure.
60. See, if you can help corporates find a creative way to fit in more people while keeping health and distancing guidelines in place.
61. Do some research, see if you can design furniture that is virus-resistance, or low-maintenance.
62. See if you can redesign the boardrooms, meeting rooms in offices with minimal disruption, to facilitate meetings that meet people's current physical distancing needs better.
63. Can you help businesses redesign their interiors in a way that their people feel positive when they return to work, rather than feeling the dread of the negativity?

Rise Takeaway

Change your customer lens. Use your intellectual resources. Create breakthrough models and take the experience to people. The key to business breakthroughs is in finding the right problem and the right people to solve it for.

LUXURY BRANDS / TEXTILE / GARMENTS / APPAREL

64. Don't think about pumping your products right now. Think about it from an investment perspective. This situation is temporary. People will eventually get back to buying.
65. Think about acquiring a brand and bringing it to India if you can. Even the best brands will not last more than 9 months or so, and right now is the time for you to acquire them. So, buy if you have the money. Find an investor if you do not have the cash. As soon as the lockdown is over, you will have a very distinct advantage.
66. People will no longer go to showrooms, malls. So, take the products to them. Design container shops, trucks, partner with RWAs and be ready to send a shopping mall to people.
67. Textiles might want to solve the problems of designing uniforms that can keep people protected from viral exposure. If you can, you've got 7 Bn people worth of customer-base, this instant.

ELECTRONIC PRODUCTS / FMCG

68. Straight up, people won't come to you. So, go to them. It's not like people don't need gadgets. In fact, even they are going to struggle to find them. So, build mobile user centres, or experience centres, or touch-and-feel centres. One for televisions, one for refrigerators, one for washing machines. Take them to people, book the order, come back, supply and install.
69. This might sound radical. You are sitting on a vast resource-pool of distributor base, supply chain, and the FMCG market. Partner with traditional infrastructure businesses and help them get to the market. Collaboration can make you money, even if your goods might not sell immediately.

ADVERTISING / MEDIA / GRAPHIC / AGENCIES

70. Move away from your monthly subscription models. Get into conversion services. The sooner the better.
71. This is the time for growth. People are glued to media channels, across platforms. Figure out a way to shoot and produce work for your clients without having to go to the site.
72. If your client is reluctant to invest in media expense, educate your clients, figure out a way to create compelling narrative and convert customers for your clients. No one minds paying for conversion.
73. Help your clients in a way that their products do not look cheap, free, or luxury. Help them enable their customers to buy from them.
74. Go to businesses who haven't yet gone online. Help them redefine their outreach and generate revenue for a success fee or partnership model.
75. Nurture and network your relationships! You have access to top leaderships in businesses you work with. Connect businesses strategically where they can fulfil each other's needs. You have a business model staring in your face!
76. Create a graphics platform. Use your 90 days to create as many designs as you can. Upload them for people for free. Make sure they are better than any ad agency. Capture the market, acquire the customer base.

Rise Takeaway

Invest and be your own supplier to create a future differentiator and impact. Create a radical industry shift in the traditional industries, using your expertise and resources. Change the narrative, reach the right people, and you will be able to facilitate conversions.

TECHNOLOGY

77. Work from home will be the new normal. Come up with solutions that can help the employer monitor the employee.
78. Enable and empower people to trust their employees. Transform productivity measuring metrics by helping them shift from measuring input to measuring output.
79. Design your sales pitches around technology solutions that help large businesses save on rent, admin, logistics, and other overhead costs. Specially businesses who have more than a thousand employees, will be keen on such solutions because it can help them save crores of rupees.
80. For hardware businesses, people's laptops, desktops will have been shut for almost two months at least. See if that's going to create problems for people. Be proactive, create and pitch your solutions to businesses now.
81. AR / VR solutions will interest people if you add to their luxury, comfort, need. Consider partnering with businesses who cannot get customers and need to take the experience to the customer. Downtime is certainly the time to create solutions regardless.

SECURITY MANAGEMENT

82. People need you, at offices, ATMs, homes, RWAs, everywhere, what with the country-wide lockdown. You need to build trust. Protect your front-line employees by creating a safety regime for them.
83. Give them some technological access that can reduce their exposure. Focus on compassion. You shall be fine.

PEST CONTROL

84. Humans are in lockdown, pests are not!
85. See if you can approach HR and admin departments and work out solutions for them to have entirely pest-free offices, after the long lockdowns.
86. See if you want to tie-up with governments, RWAs, to facilitate cleaning and sanitizing people's homes in a way that disrupts lives minimally.

Rise Takeaway

Humans may be in lockdown, life is not! So, identify the new normal, enable and empower people to solve new challenges, create value for them through adding compassion in your service offerings. Winning trust will be the key!

ACADEMICS / EDUCATION

87. Don't be mediocre like everyone else. 2+2 and ABC is not what you want to teach right now. Not what the children want to learn right now either. Package education in a way that is transformative, otherwise it doesn't make sense.
88. Create ground-breaking content. Say, a series on the people who were in lockdowns, prisons forever and created and transformed the world we live in – Nelson Mandela, Gandhi, Mother Teresa!
89. Another opportunity area is to facilitate access for students in sub-urban and rural areas.

STRATEGY / EXECUTION / HR

90. Don't bring solutions and negotiations in a singular format. Keep a mix of cash transactions and additional credit extensions.
91. Consider your revenue cycle from a customer over a period of one year. Evaluate how much risk you can take on bad debts. That's your opportunity cost for acquiring market share.
92. If you can avail a guarantee of service from someone who maybe cash deficit, consider that as an option.
93. Pay-cuts should be in all honesty, your last option. It says a lot about a company's culture when a company announces a pay-cut and then Thousands of Crores worth of profit, both, within the same day. Consider what kind of culture a company would have where employees do not volunteer for a pay cut, but bosses have to announce it.
94. See if you can defer payments or create variable payment models. However, if nothing else works, well, pay cut it is.
95. For those in HR and talent industry, right now talent is in abundance, globally and for cheaper than ever before. So, create models with your clients and vendors where you can supply or access 30% better global talent, and you people problems shall be sorted.

MISCELLANEOUS

96. You need to check the legality of starting a side business if you are a paid, full-time employee. Otherwise, it's a great time to create something new on the side. However, you can only succeed if you create value.
97. Do not quit your job unless you have no other option. To stay in the job, think, innovate, create value for your employer.
98. Business consultants need to build trust. They need to stop doing seminars for 500 and 3000 bucks. They need to build relationships right now.
99. Consultants need to advise their clients, even if for free right now, when it is needed, and they will have a life-long relationship.
100. Only you can grow your business. No one else. Not business coaches, nor consultants. They can help you ideate, co-create, advise, but they can't grow your business for you.

Rise Takeaway

Mediocrity is not cool, inclusive solutions are! They help you in not putting all your eggs in the same basket. Instead you can create brand value, gain market share, as well as business and growth in long term. What you sow, you shall reap. Are you sowing relationships, yet?