	Bring an offline behavior online	Aggregate the long tail and drive discovery	Make it a subscription	Bring rentals to market at lower cost	Make a paid product free or very cheap	Create a marketplace	Build a discovery driven experience (push model)	Build a vertical brand	Produce original and exclusive content	Streamline a process through tech	Build a messaging interaction model	Build an audio/voice interaction model (for Echo, etc.)	Create a new consumption or creation format	Enable easier creation	Build an AR/VR app	Build it as mobile-native	Apply blockchain	Remove features to launch a simpler/better product	Use AI to create an assistant or other unique product	Offer loans or insurance	Target a specific segment of the market	Build a software management layer	Build a trusted widget / API integration	Create a full-stack offering	Make it on demand	Build a UGC community	Build hardware that unlocks new use cases	Make it Peer-to-Peer	Target a new or emerging market	Make it a service
Shopping		wayfair	amazon Prime	JOYMODE		ebay	Pinterest									wish				Affirm		TRIM							Flipkart	
Mobile Video																														
Gaming									SUPERCELL	SCOPELY					Pokémon GO											twitch				
Travel						airbnb					lola														Hotel Tonight	tripadvisor				
Kids							FRIDGE OF BROTHERS																							
Education					UDACITY											lumosity								alt school						
Fashion			RENT THE RUNWAY			POSHMARK	STITCH FIX	WP													GOAT									
Sports	FANDUEL	Monster Digital							THE ATHLETIC																					
Media			Spotify						NETFLIX	Amino			magic leap								cheddar					YouTube				
Cars						SHIFT	BarkBox													metromile										
Pets			chewy.com			DogVacay		ollie																						
Finance	wealthfront					LendingClub										robinhood	chain						stripe					Lemonade	nu bank	
Fitness			CLASSPASS						Aaptiv	NAKD			PELOTON														fitbit			
CPG																		HARRY'S												
Productivity	EVERNOTE												slack			Quip			Oslo			IFTTT								
Photos						shutterstock										Instagram			PRISMA											
Mental Health									HEADSPACE																					joyable
Healthcare						Zocdoc																		FORWARD						
Real Estate	COMPASS																													
Cooking														Blue Apron												nom				
Food & Drink	instacart																													
Restaurants & Delivery		SLICE				GRUBHUB																			POSTMATES				deliveroo	
Parenting																														
Seniors																														honor
Weather																DARK SKY				THE CLIMATE CORPORATION										
Careers & Hiring						HIRED																				glassdoor				
Local Services		Thumbtack																							HONDU					
Faith & Inspiration																														
Transportation																waze									UBER			lyft		
Communication		GIPHY													AltspaceVR													skype		
Beauty & Health						StyleSeat		Glossier.													BEVEL				GLAMSQUAD					
Deals & Coupons							GROUPON																							
Dating																tinder														
Gifting						Raise																								
Blogging																		Medium												
News							BuzzFeed																							
Weddings	ZOLA			THE BLK TUX																										
Security										1Password																				
Home	Nextdoor	houzz						Casper						POINT																