

# Ten Remarkable Business Ideas in 2018



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# Ten Remarkable Business Ideas in 2018 – Free Report

This report is about the business ideas and enterprises that made us go “Wow” in 2018. Remarkable and memorable, they inspire us to want to take our business and innovation a step further. This is a feature dedicated to these ten remarkable business ideas seen in the year past.

If you want more, be sure to check out our blog at <https://www.CoolBusinessIdeas.com>. Updated daily with the latest business ideas which we’ve spotted worldwide, we’re sure you’ll find it an enjoyable read. Don’t forget to share this report with your friends and colleagues. We hope you enjoy this free report.

*The CoolBusinessIdeas.com team xoxo*

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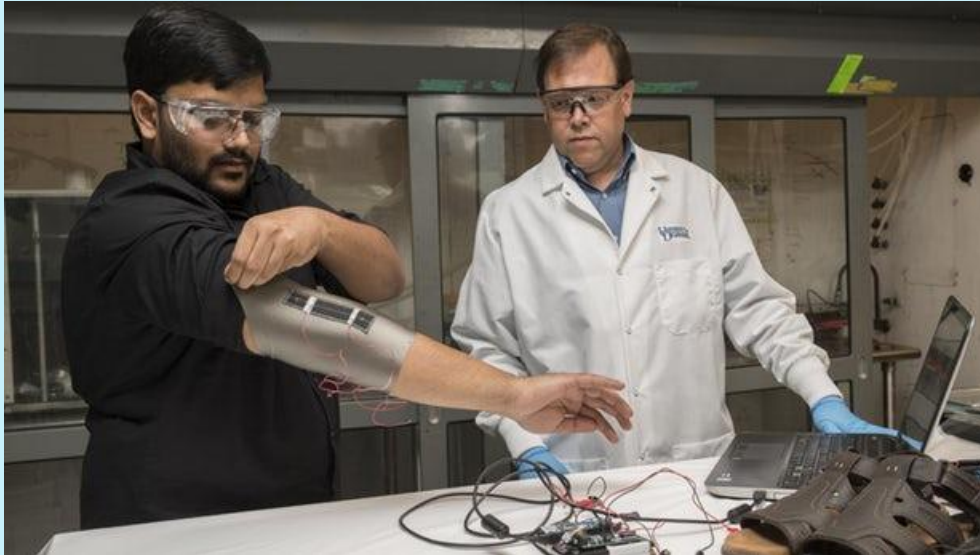
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## **TECHNOLOGY – NANOTUBE FOR MAKING SMART CLOTHES**



Imagine if there were comfortable and inexpensive wearable fabrics that were capable of detecting a wide range of pressure and motion. Well, scientists at the University of Delaware have created just such a technology, and it could have some interesting applications.

Developed by a team led by associate professor Erik Thostenson and doctoral student Sagar Doshi, the base of the material consists of regular fabrics such as cotton, nylon, polyester or wool. Bonded to the surface of these is a low-cost carbon nanotube composite coating, which is light, flexible, breathable, and just 250 to 750 nanometers thick (that's approximately 0.25 to 0.75 percent as thick as a sheet of paper).

Carbon nanotubes are made up of rolled-up sheets of graphene, which is itself a one-atom-thick sheet of linked carbon atoms. They're also electrically conductive, which allows the coating to detect everything from a light touch to "being driven over by a forklift," plus it can detect movement on the part of its wearer.

One possible use for the technology is pressure-sensing shoe insoles which could be used either to assess the gait of patients recovering from injuries, or to *prevent* injuries in athletes. Doshi has already tested the material in the soles of shoes, and found that it delivered pressure data similar to that gathered by a much more expensive force plate device.

The material could conceivably also find uses such as monitoring post-surgical recovery, and assessing pediatric movement disorders while children are in their homes, instead of requiring them to make visits to clinics.

<https://www.coolbusinessideas.com/archives/nanotube-for-making-smart-clothes/>

## **GADGETS – TOUCHFOCUS EYEGLASSES**



We've written about electronically adaptive eye-glasses that can switch between everyday and reading modes at the touch of a button before, but nothing has made it to the wider market yet. So this Japanese company's TouchFocus design might be the first to get the concept up and running.

Japan's TouchFocus appears to pick up where PixelOptics left off. The company offers attractively styled glasses that switch focus at the press of a button near your temple. They use a similar liquid crystal system to the PixelOptics one, and TouchFocus is offering 20 different frame designs to begin with.

They charge through USB, with a full charge taking four hours and lasting 10 hours – mind you, that's 10 hours in reading mode, and the glasses only consume power when reading mode is on. And the company tells us you don't need separate prescriptions for the two modes, it's all done using a single standard prescription.

The price? Brace yourself: recommended retail in Japan is ¥250,000 (US\$2,220) a pair – plus tax. So you wouldn't want to sit on them.

<https://www.coolbusinessideas.com/archives/touchfocus-eyeglasses/>

## CONSUMER GOODS – DESTROYING MOLDS & ODOURS WITH LUFT QI



Did you know that indoor air pollution can be as bad as or worse than outdoor air pollution? From off-gassing chemicals in paints to mold and dust, the contaminated air inside our homes and offices negatively impacts our health and can lead to fatigue and dizziness, or even respiratory diseases in the long-term. Fortunately, air purification technology has improved in recent years to offer easy and affordable ways to combat indoor air pollutants. Read on to see our review of one such product, the Luft Qi, an on-the-go and filter-free air purifier billed as the smallest of its kind in the world.

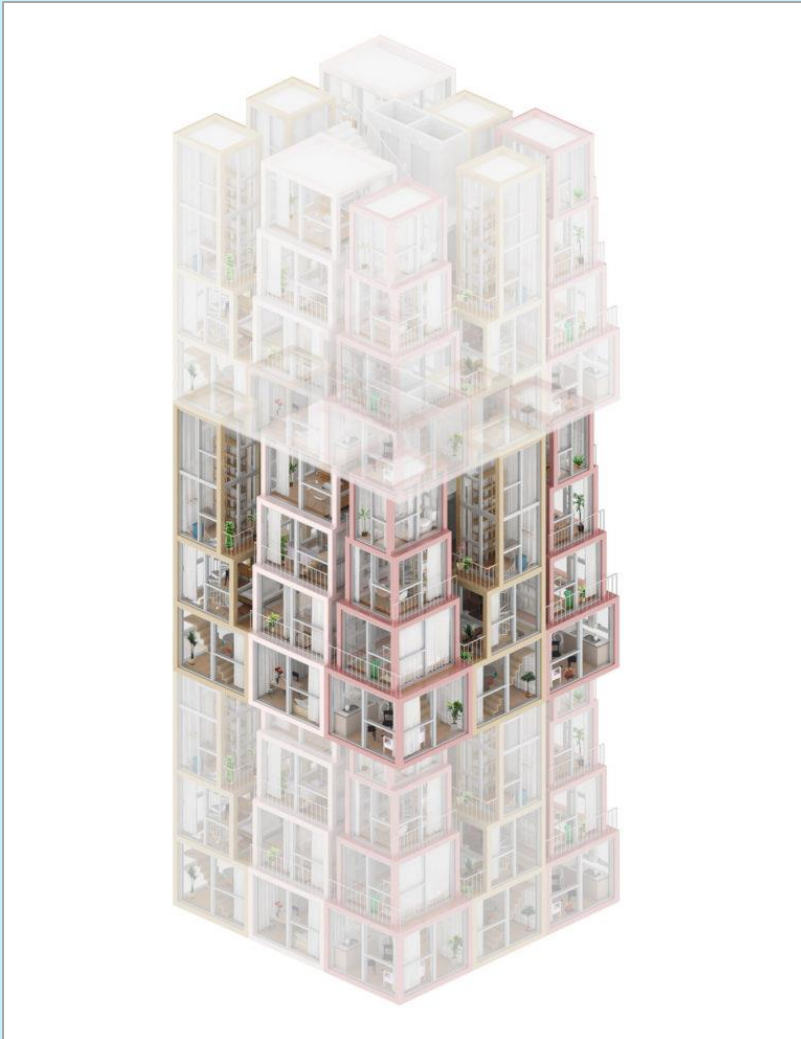
Developed by Taiwanese company Titus & Wayne, the Luft Qi air purifier is described as the “first compact air purifier using nanotechnology.” The air purifier uses a method called photocatalytic oxidation (PCO), a technology originally invented by NASA to prevent food spoilage — for instance, by removing bacteria in meat or pesticides from fruits and vegetables — and has since been applied to air purification.

Here’s how it works: broad-spectrum ultraviolet light — Luft Qi uses UV-A LEDs — is combined with a tungsten oxide modified titanium oxide (TiO<sub>2</sub>) filter to create highly reactive oxidizers that break down harmful molecular-sized and microbial pollutants. Luft Qi isn’t the first to use PCO technology for air purification; followers of Ellen DeGeneres might remember her shout-out to the Airocide PCO air purifiers on her show in 2013.

<https://www.coolbusinessideas.com/archives/destroying-molds-odours-with-this/>



## HOMES & LIVING – STACKED HOMES



Apartments are made up of rooms stacked on top of one another in this extreme vertical housing proposal by Chicago studio Kwong von Glinow.

Titled Tower within a Tower, the scheme tries to solve an issue that is typical in traditional “pancake stacks” of apartments – the lack of opportunity for neighbourly activity. Kwong Von Glinow’s proposal, which won a challenge to create new housing typologies for Hong Kong, reimagines the apartment unit as a collection of spaces stacked on top of each other vertically rather than arranged on a horizontal plane.

Each customisable apartment would be assembled off-site from a selection of modules, chosen according to the needs of future inhabitants. These units would then be brought to the site and stacked on top of each other to form an apartment building. Each successive floor of every unit would have a smaller footprint, causing the vertical apartments to take on a pyramid-like appearance and opening up space between the upper floors of the homes.

<https://www.coolbusinessideas.com/archives/stacked-homes/>

## **TRAVEL & TRANSPORT – HOTEL EXPERIENCES ARE BECOMING MORE SENSORY**



The best new hotels are stimulating all of their guests' senses, say AHEAD Europe jury members in this movie Dezeen produced for the awards programme.

The AHEAD Europe awards, which took place in London on Monday, celebrate the best in hotel and resort design across the continent. Hans Meyer, AHEAD jury member and founder of hotel brand Zoku, claims that successful hospitality buildings provide more than just aesthetic design. "Hotel experiences are becoming more sensory experiences," he explains in the movie, which was shot on the judging day. "It's not only what you see but also what you smell, hear and taste."

The title of Hotel of the Year was awarded to Hotel Sanders Copenhagen, a 54-room five star hotel designed by UK interiors studio Lind + Almond.

"We're seeing a lot of buildings that were previously office spaces or industrial settings being converted into hotels," says Tsoutsikou. "I particularly liked the fact that when you step in and you look up slabs have been taken away and removed, and this big printer is suspended in space." Meyer claims the hotel exemplifies the trend for providing an immersive guest experience.

<https://www.coolbusinessideas.com/archives/hotel-experiences-are-becoming-more-sensory/>



## **FOOD & BEVERAGES – GET OATSOME TODAY!**



While you may be familiar with dairy alternatives such as soy or almond milk, the marketplace has responded to the plant-based milk demand with an increase in other options like pea, hemp, coconut, hazelnut, macadamia, rice, and cashew milk. The rise of plant-based milks has pushed past the point of merely trendy and staked an impressive financial claim in the food and beverage industry. In fact, milk substitutes are expected to become a \$16 billion market this year.

As the market grows, so does the popularity of a lesser known alternative: oat milk. Made from mixing steel cut oats with water, oat milk may not initially seem all that different from other plant-based milks. A closer look at the ingredients tells a different story and can offer people with allergies or restrictive diets another option.

While oat milk seems to have come out of nowhere, it's actually been around for a while. Oatly, a leading producer of this substitute, has been making oat milk in Sweden for about 30 years. Oatly found its way to the U.S. by introducing their product to those in the front lines of the coffee industry: baristas.

By initially skipping supermarkets and going straight to coffee lovers, the company sparked the new craze last March. Oatly was only stocked in 10 shops when they first came to the U.S., but the company is now in more than 1,000 locations and is growing. While oat milk is still not sold in the majority of American grocery stores, those who are curious to try this new alternative can also make it at home.

<https://www.coolbusinessideas.com/archives/get-oatsome-today/>

## **PETS – VAVA’S PET CAM**



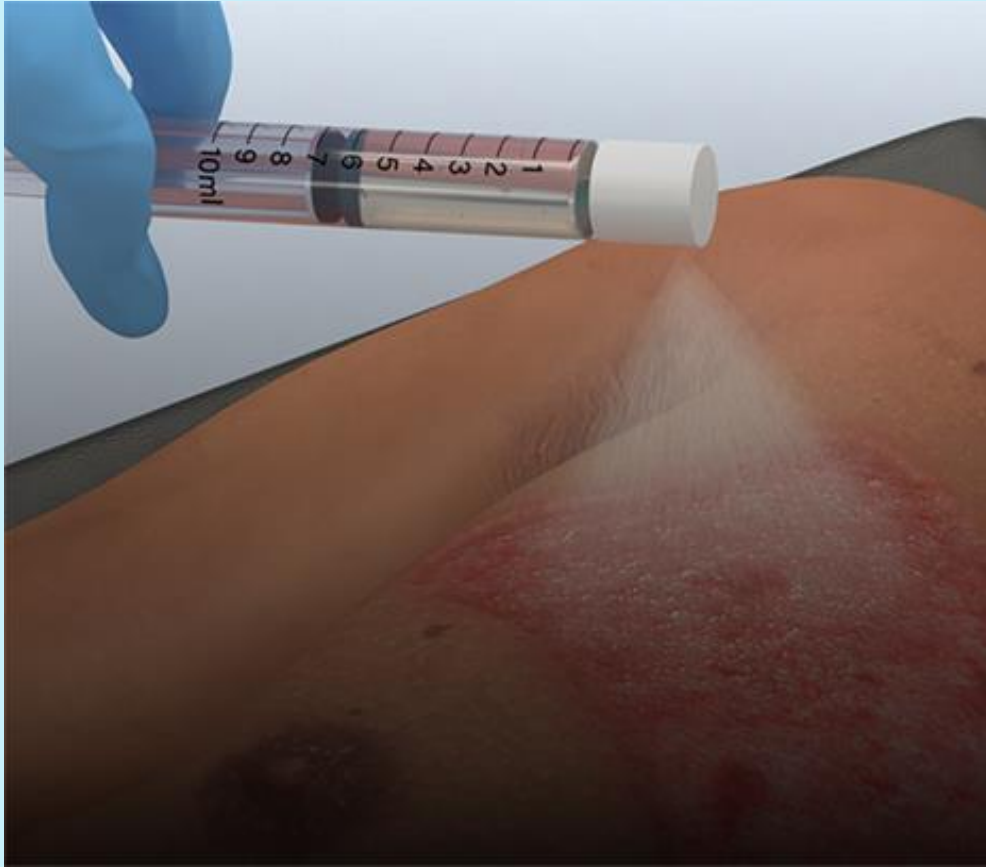
It can be tough on both you and your pet, leaving them home alone all day while you're at work. That's why we've seen camera-equipped gadgets that let you check in on and interact with them ... but what if the pet isn't in the same room as the device? Well, that's where the VAVA Mobile Pet Cam is intended to come in.

Featuring a 1080p/30fps camera with infrared night vision and a 120-degree wide-angle lens, the Wi-Fi-equipped VAVA streams real-time video and audio to the user – wherever they are – through an accompanying iOS/Android app. Footage and stills can be recorded and shared using a 1GB cloud storage system.

The app is also used to remotely control the device, which uses a pair of tank-like treads to make its way across floors and carpets, allowing the user to search for their pet. Integrated sensors automatically keep the VAVA from running into obstacles or falling down the stairs while en route. Once the dog or cat is located, the user can tele-play with them in real time using an onboard eye-safe laser pointer or an attached feather toy.

<https://www.coolbusinessideas.com/archives/vavas-pet-cam/>

## HEALTH & BEAUTY – SPRAY ON SKIN FOR SERIOUS BURNS



**Avita** Medical, a Valencia, California firm, won FDA approval for its remarkable RECELL Autologous Cell Harvesting Device for serious burns in adult patients. In preparation for treatment, a small healthy piece of the patient's skin sample is taken, from which the so-called "Spray-On Skin" preparation is made. The process only takes 30 minutes, so it can be used soon after a burn occurs and unlike traditional autografts doesn't require a lot of skin to be harvested (only 1/80 the size of the wound), though it can be used alongside autografts. Not only is this easier on patients, it is easier and less costly on the providers.

The process of creating the therapeutic spray involves separating the sampled skin and treating it so that the outcome contains keratinocytes, fibroblasts, and melanocytes, cells that help wounds heal. Since these are sprayed evenly across burn wounds, they are able to penetrate and settle throughout without requiring terribly precise application.

<https://www.coolbusinessideas.com/archives/spray-on-skin-for-serious-burns/>

## MOBILE & APPS – GOODBYE SNAPCASH



Snapchat's woes show no sign of ending, and the latest casualty in the company is Snapcash, the peer-to-peer payment service. It's likely that you've never heard of — much less used — the service, which makes its shuttering less of a surprise.

Part of Snapcash's problem is that it wasn't always used for the most innocent of purposes. Rather than splitting bills or sending back some money for the pizza you stole from your roommate, Snapcash tended to be used to pay adult entertainers for content on Snapchat. In short, it was probably more bane than boon to Snapchat proper.

The service, which was Snapchat's very first product created via a partnership with another company (in this case, Square), will officially be no more come August 30. Code in Snapchat's Android app notes a "Snapcash deprecation message" that shows, "Snapcash will no longer be available after %s [date]." The service lasted four years, but with the rise of other payment apps like Venmo and its parent company PayPal, as well as bank-backed Zelle, and of course Square Cash, there were few folks who turned to Snapchat and Snapcash in order to pay their friends.

<https://www.coolbusinessideas.com/archives/goodbye-snapcash/>



## **SOCIETY & ENVIRONMENT – PLASTIC EATING MUSHROOMS?**



A new study from the Royal Botanic Gardens Kew in London says that fungi are capable of expediting the breakdown of plastic waste. The *aspergillus tubingensis* fungus was featured in the State of the World's Fungi 2018 report, which also documented that fungi are optimal in producing sustainable building materials and capable of removing pollutants from soil and wastewater. Whereas plastic generally takes years to degrade, the mushroom, first discovered growing in a Pakistani dump in 2017, could make it possible to break down the pollutants in weeks.

The 2018 report is the first release of its kind, marking its debut with the monumental discovery that mushrooms could provide a solution to the growing plastic waste crisis. The global concern has spurred research and innovation in the design and tech industries, but U.K. botanists say that nature might have already provided an answer by arming itself with a biological defense against the plastic plague with which it is overwhelmed.

Because its properties catalyze the deterioration of plastic molecules, the report announced that *aspergillus tubingensis* “has potential to be developed into one of the tools desperately needed to address the growing environmental problem of plastic waste.”

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