Business Ideas *to* Build

Brand book

Ideas worth building, with the plan already written. How the free sister of Real Startup Ideas looks, sounds and moves.



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Eight sections, read in order or dipped into. Every file named here is in the kit folder; see the downloads index on p. 38.





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THE BRAND IDEA

The first move, *already made.*

Look at the B. The top half sits where it was. The bottom half has already moved one step forward. It is the same letter, caught at the moment it starts to go somewhere.

That is the whole promise of the site. Every idea starts as a complaint someone posted in public. We set it in type, size the market, and write the plan, so the reader starts from the first move instead of a blank page.

IN ONE LINE

A business publication for people about to start one. *Free to read, plainly written, honest about the numbers.*



THE STORY

Most “business ideas” lists are guesses. *Ours start with a complaint and end with a plan.*

Business Ideas to Build is the free, sponsor-funded sister of Real Startup Ideas, written for aspiring owners and side-hustlers who want something real to start this year.



01

The complaint

A real person posts a real problem. “My mom wants to have the same conversations over and over.” 165 votes, 94 replies.

02

The evidence

We keep the thread, the counts and the dates. Verbatim quotes are never invented. A market estimate is built from the bottom up.

03

The plan

One credit unlocks two prompts: an offer, a price and a ninety-day calendar, plus thirty weekdays of conversations and proof.

100 IDEAS

15,919 UPVOTES READ

7,460 COMMENTS READ

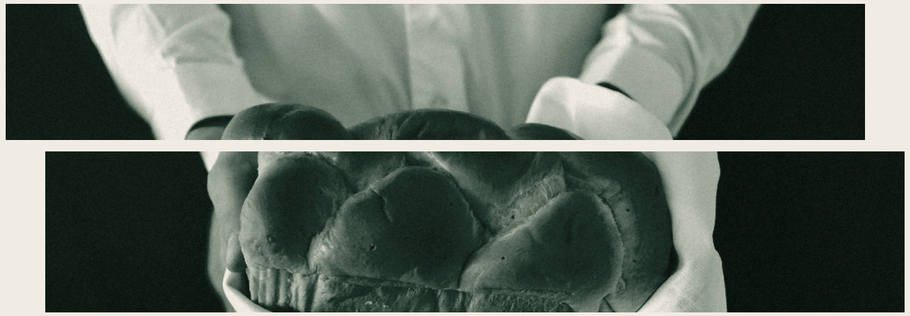
$0 TO READ

WHO IT IS FOR

For the person reading on the bus, *planning a Saturday business.*

Picture Dana, 34, a night-shift nurse who wants a second income she controls. She is not technical and does not want to be. She reads on her phone, compares three ideas, and wants to know: who pays, how much, and what do I do on Monday.

Everything in this book is tested against her. If a page, an email or a sponsor line would confuse Dana, it is wrong.



Two sisters, *clearly not twins.*

	Business Ideas *to* Build	*real.* startup ideas
READER	Aspiring owners, side-hustlers, career-changers	Founders and builders using AI coding agents
PROMISE	A business you could open, with the plan written	A product spec you could ship
MODEL	Free to read, sponsor-funded, credits for prompts	Credits for agent PRDs, $10K–15K builds
GROUND	Paper #F1ECE3, Ink, Forest	Neutral greys
ACCENT	Oxblood, a printer's second color	Orange dot
TYPE	Newsreader + Libre Franklin + Plex Mono	Geist + Instrument Serif
GESTURE	The cut: sliced, offset blocks	The full stop
FEEL	A business magazine: Monocle, 1843, Businessweek	A calm software tool

Shared: one wallet of credits and the habit of evidence. Never shared: color, type, logo gesture or layout. If a page could belong to either site, it belongs to neither.

PERSONALITY

Four words to check every page against.

01 Editorial *not academic*

We write like a good magazine: a headline, a dek, then the facts.

02 Evidenced *not hyped*

Numbers with dates and sources. “165 votes”, never “huge demand”.

03 Generous *not salesy*

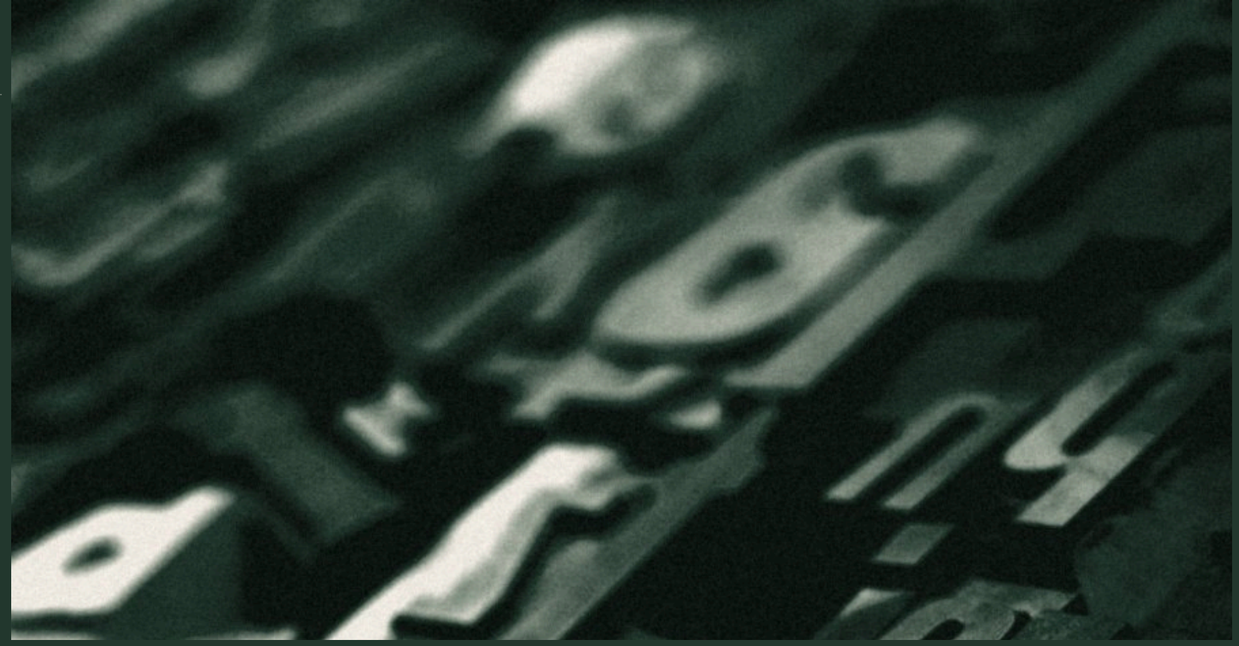
Free means free. The paid part is named plainly, once.

04 Crafted *not decorated*

Square corners, one-pixel rules, real typography. Nothing added for show.

The cover test: put your hand over the logo. If the page could still be ours (paper, ink, a folio, one cut) it passes. If it could be anyone’s, start again.

01

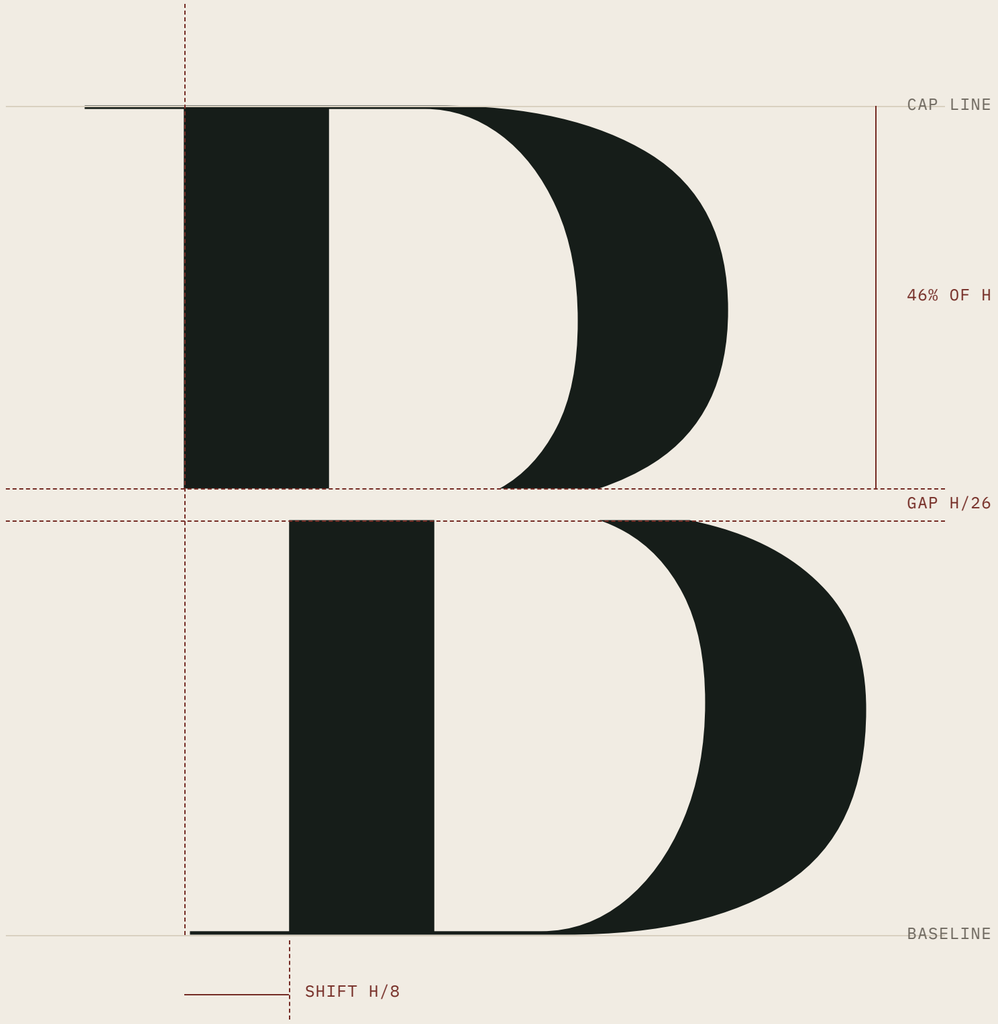




SECTION 01

The mark

A Bodoni B, sliced at the waist and offset like blocks being set. It is fixed. Everything else in this book is built from it.



ANATOMY OF THE CUT

One letter, *one move.*

The B is drawn from Bodoni Moda, outlined and redrawn as two blocks. The cut falls just above the middle, at the waist of the letter. The top block stays; the bottom block steps right. A hairline at each end keeps the Bodoni contrast.

WAIST
46% of cap height

GAP
1/26 of cap height

SHIFT
1/8 of cap height

DIRECTION
Top left, bottom right

SOURCE
Bodoni Moda, outlined

PROPORTION
Gap × 3.33 = shift

These four numbers are the brand's DNA. Section 02 reuses them for type, blocks, images and rules, so every cut on every surface matches the logo.

THE LOGO FAMILY

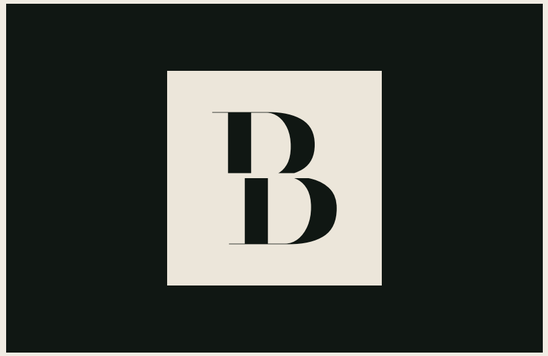
Four arrangements. *Use the lockup first.*



A · HORIZONTAL LOCKUP · PRIMARY · SITE MASTHEAD, DOCUMENTS, SPONSOR KIT



B · MARK · COVERS, MERCH



C · ICON TILE · FAVICON, AVATAR, APP



D · WORDMARK · MASTHEADS WHERE THE B ALREADY APPEARS

CLEAR SPACE AND MINIMUM SIZE

Give it room, *like a masthead.*



X = the height of the icon tile. Keep at least X clear on every side of the lockup, and ½X around the mark alone. Folios and rules may sit at ½X.

Business Ideas *to* Build

Lockup

MIN 160 PX · 35 MM WIDE

Business Ideas *to* Build

Wordmark

MIN 120 PX · 25 MM WIDE

Mark

MIN 24 PX · 6 MM TALL

Favicon

16 AND 32 PX USE A HEAVIER DRAWING (SUPPLIED)

COLOR AND BACKGROUNDS

Ink on light grounds. *Paper on dark ones.* Nothing else.

Business Ideas *to* Build

PAPER · DEFAULT

Business Ideas *to* Build

BONE · PANELS

Business Ideas *to* Build

FOREST · FEATURES

Business Ideas *to* Build

NIGHT · DARK MODE

Business Ideas *to* Build

OXBLOOD · RARE, COVERS ONLY



ON PHOTOGRAPHY · DARK, QUIET AREA ONLY

MISUSE

Eight ways to break it. *Please don’t.*



Don’t recolor it. Never orange, never a gradient: orange belongs to the sister brand.



Don’t add a dot or full stop. That is Real Startup Ideas’ gesture.



Don’t round the tile or put it in a circle.



Don’t flip the cut. The top block is always the one on the left.



Don’t close the gap or re-align the halves (motion only).



Don’t add shadows, bevels, outlines or glows.

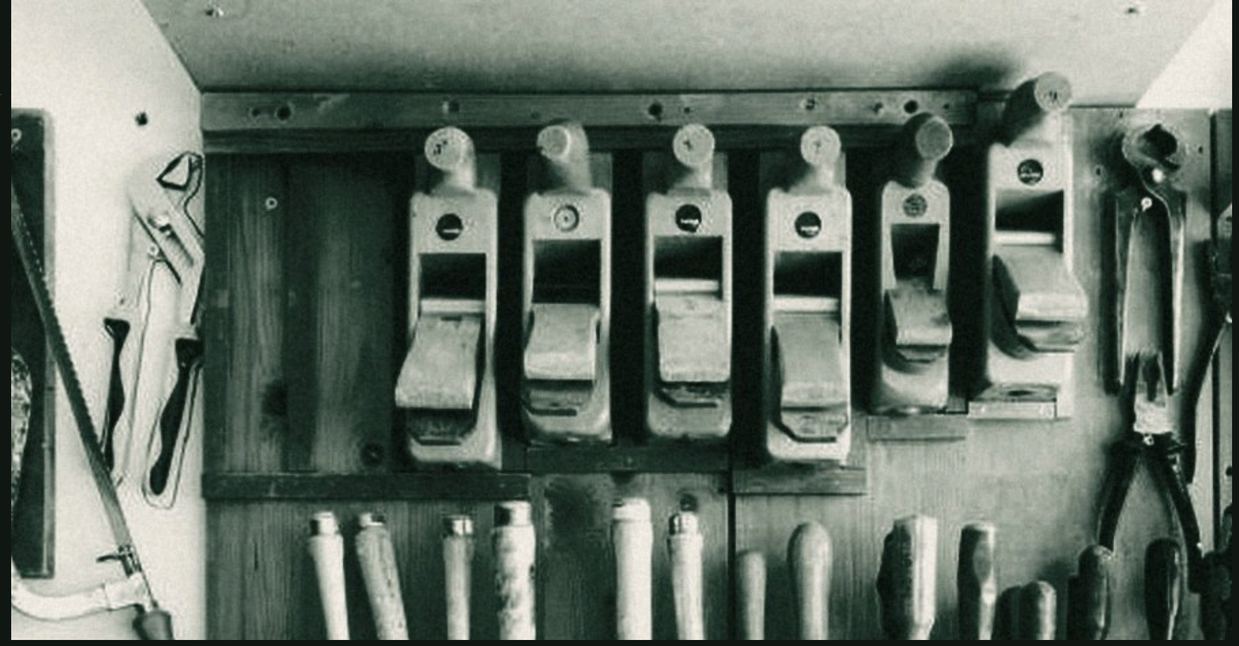


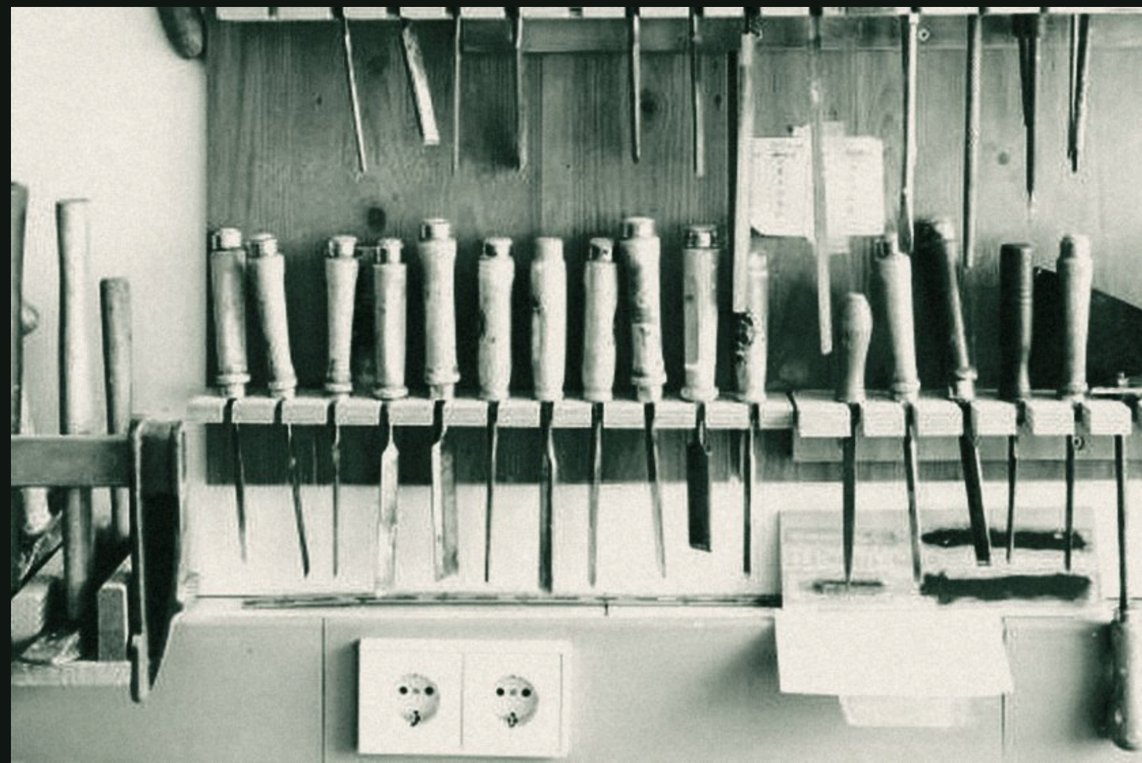
Don’t retype the wordmark in another face. Use the supplied outlines.



Don’t stretch, squash, rotate or crop the logo.

02





SECTION 02

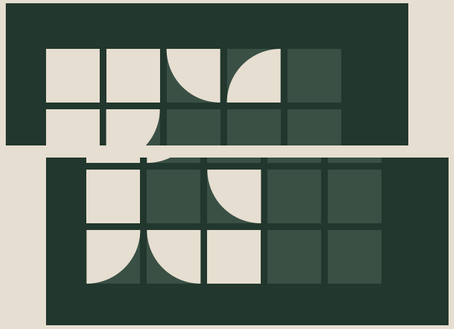
The cut

One gesture, taken from the logo and used everywhere: slice at the waist, step the lower half right. Type, blocks, images and rules all move the same way.

THE RULE

Slice at 46%. Open a gap of h/26. *Step right by h/8.*

Build





NO. 013 · CAREGIVING

01 Type

One line of display type, 80 px cap height or more. Headlines on covers, section openers, big numbers.

02 Blocks

Forest panels and the tile illustrations on idea pages. The site already speaks this language.

03 Images

A single hero photo per spread may be cut. Never cut faces through the eyes.

04 Rules

A stepped rule marks a turn in the story: the start of the plan, a sponsor line, a section end.

One cut per spread, as a rule of thumb. The gesture works because it is rare. Two cuts compete; five become a glitch effect.

CUT TYPOGRAPHY

Start Monday.

No. 066 *already asked for*

DO

Cut a single line of Newsreader at 400–500 weight. Upright type cuts at the cap waist; lowercase and italic lines cut at the x-height waist. Keep the cut type in Ink, Paper or Forest.

DON'T

Cut body text, buttons, navigation or anything smaller than 80 px cap height. Never cut two lines of a headline, and never cut the wordmark itself.

IN CODE

```
.cut { --waist: 46%; --gap: .038em;
       --shift: .127em; }
/* two clipped copies, aria-hidden
   on the second; see kit/04 */
```

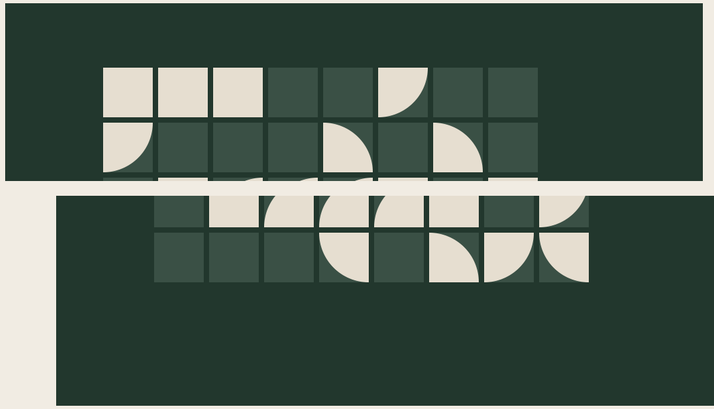
SECTION PLATES

Every idea gets a plate. *Built from blocks, cut once.*

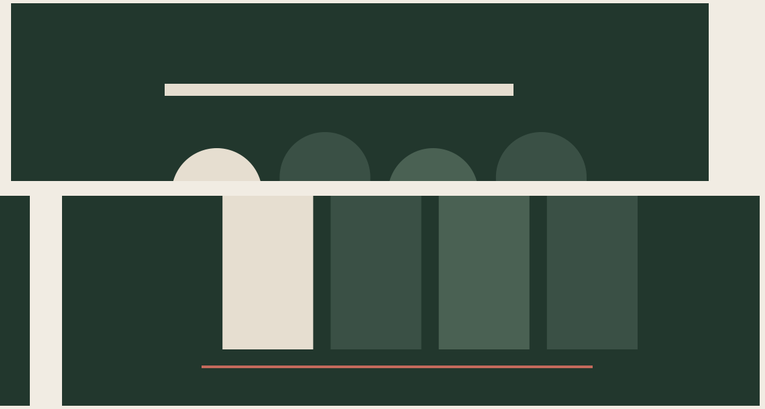
Idea pages, OG images and covers use flat Forest plates drawn from a small kit: squares, quarter-rounds, arches, bars and doors in Bone and two greens, with one Oxblood hairline. Each plate is cut at the waist, exactly like the mark.

Plates are generated from the idea number (seeded), so No. 066 always looks like No. 066. Pictograms are never literal: no light bulbs, rockets or dollar signs.

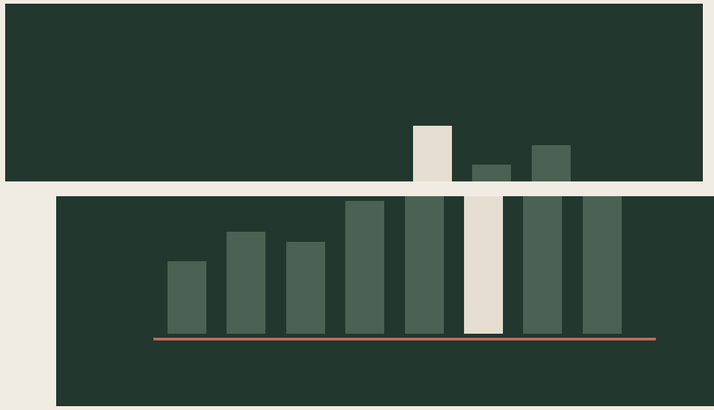
PLATE INKS: FOREST · #3A5045 · #4A6153 · BONE · OXBLOOD LIFTED (HAIRLINE ONLY)



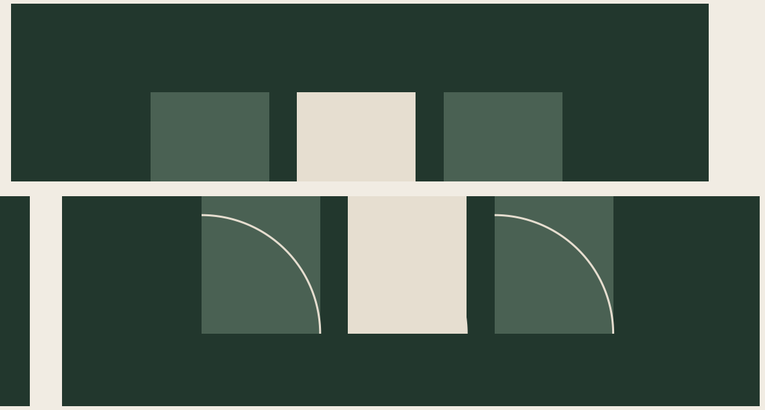
NO. 066 · CYBERSECURITY · TILES



NO. 013 · CAREGIVING · ARCHES



NO. 088 · SMALL BUSINESS · BARS



NO. 040 · TRAVEL · DOORS

EDITORIAL FURNITURE

Folios, numbers and rules *do the decorating.*

ISSUE STRIP

NO. 01 · 100 IDEAS PRESENTED BY —

IDEA NUMBER AND KICKER

NO. 013 · HOTNESS 4.05

THE FRONT PAGE

SCORE

4.05 SCORCHING

DROP CAP AND BODY

An owner can start this from a complaint people already posted. One thread gathered 165 votes and 94 replies. Use that room to meet the first twenty buyers.

PULL QUOTE

> *My mom wants to have the same conversations over and over.*

R/AGINGPARENTS · 165 VOTES · 94 REPLIES

RULES

1 px Ink · section and table heads

1 px Rule · rows and dividers

2 px Ink · mastheads and covers only

Stepped Oxblood rule · a turn in the story

BUTTON

BROWSE THE IDEAS READ NO. 066 →

The full index

NO.	BUSINESS	NICHE	HOT
NO. 066	Spoofing Monitor for Parked and Defensive Domains — DMARC/SPF monitoring and one-click hardening for abandoned domains.	CYBERSECURITY	4.25
NO. 001	Prescription Stock Finder for ADHD Meds — Find which nearby pharmacy actually has your prescription in stock.	ADHD & FOCUS	4.15
NO. 013	Dementia Conversation Cue Cards — Record a calm answer once for each repeated question.	CAREGIVING	4.05

03





SECTION 03

Color

Three inks on paper and one muted second color, used the way a printer would. Light is the default; dark mode is a night edition, not an inversion.

LIGHT EDITION · DEFAULT

Paper and ink, *a little forest, a drop of oxblood.*

Paper
#F1ECE3
RGB 241 236 227
Ground. 60%

Bone
#E6DED0
RGB 230 222 208
Panels, wells. 14%

Ink
#161D19
RGB 22 29 25
Type, rules. 12%

Forest
#22372D
RGB 34 55 45
Plates, fills. 8%

Stone
#6E685F
RGB 110 104 95
Deks, meta. 4%

Oxblood
#742B24
RGB 116 43 36
Second color. 2%

Rule
#D9D0C0
RGB 217 208 192
Hairlines

Widths show proportion of use. No pure white, no pure black, no orange, no gradients. Oxblood is the printer’s second color: folios, kickers, one rule, the active nav item. Never a button, never a large fill except a rare cover.

For print, convert from the RGB values with a coated or uncoated profile and proof on stock. Paper on uncoated stock can be the sheet itself.

NIGHT EDITION · DARK MODE

Same paper, *read by lamplight.*

Night	Surface	Rule	Paper ink	Stone	Forest	Oxblood, lifted
#101713	#1A221E	#2A332E	#ECE6DA	#9D978B	#2C4639	#C46A5C
Ground	Cards, wells	Hairlines	Type	Deks, meta	Plates, fills	Second color

TOKEN MAPPING

Paper	→	Night
Bone	→	Surface
Rule	→	Rule (dark)
Ink	→	Paper ink
Stone	→	Stone (dark)
Forest	→	Forest (dark)
Oxblood	→	Oxblood, lifted

Dark mode keeps the warmth: greens lean ink, paper stays cream. Oxblood is lifted to #C46A5C so it holds 4.8:1 on Night. Forest becomes a fill only; it is never a text color in the dark.

BROWSE THE IDEAS | SPONSOR AN ISSUE | NO. 066 · 4.25

PRODUCT TOKENS

Name the job, *not the color.*

TOKEN	LIGHT	DARK	USE
--BG	#F1ECE3	#101713	Page ground
--BG-RAISED	#E6DED0	#1A221E	Cards, wells, code blocks
--RULE	#D9D0C0	#2A332E	1px hairlines, table rows (decorative)
--RULE-STRONG	#161D19	#ECE6DA	Section rules, input borders, focus frame
--TEXT	#161D19	#ECE6DA	Body and headlines
--TEXT-MUTED	#6E685F	#9D978B	Deks, captions, metadata
--BRAND	#22372D	#2C4639	Image blocks, fills, featured panels
--ON-BRAND	#F1ECE3	#ECE6DA	Text on brand fills
--ACCENT	#742B24	#C46A5C	Second colour: folios, kicker, one rule, links on hover
--ACTION	#161D19	#ECE6DA	Primary button fill
--ON-ACTION	#F1ECE3	#101713	Primary button label
--FOCUS	#742B24	#C46A5C	2px focus outline, offset 2px
--POSITIVE	#22372D	#8DB39C	Success text (state only)
--NEGATIVE	#742B24	#C46A5C	Error text (state only)

LIGHT

NO. 066 · HOTNESS 4.25

Spoofing Monitor for Parked Domains

Charge $200 and up · first version in 3–4 weeks

Business-plan prompt PREVIEW →

Email

you@example.com NOTIFY ME

Payments open soon. We'll tell you the day they do.

DARK

NO. 066 · HOTNESS 4.25

Spoofing Monitor for Parked Domains

Charge $200 and up · first version in 3–4 weeks

Business-plan prompt PREVIEW →

Email

you@example.com NOTIFY ME

Payments open soon. We'll tell you the day they do.

Radius 0 everywhere. Borders are 1 px. No shadows: depth comes from Bone or Surface wells and Ink rules. Focus is a 2 px Oxblood outline with a 2 px offset.

ACCESSIBILITY

Every pair checked against WCAG 2.2. *Body text is AA or better.*

MODE	PAIR		RATIO	GRADE
LIGHT	ink on paper	Aa	14.58:1	AAA
LIGHT	stone on paper	Aa	4.69:1	AA
LIGHT	forest on paper	Aa	10.8:1	AAA
LIGHT	oxblood on paper	Aa	8.44:1	AAA
LIGHT	ink on bone	Aa	12.85:1	AAA
LIGHT	stone on bone	Aa	4.13:1	AA LARGE
LIGHT	forest on bone	Aa	9.52:1	AAA
LIGHT	oxblood on bone	Aa	7.44:1	AAA
LIGHT	rule on ground	Aa	1.3:1	DECORATIVE ONLY
DARK	paper on night	Aa	14.64:1	AAA
DARK	stone on night	Aa	6.27:1	AA
DARK	forest on night	Aa	1.77:1	FAIL
DARK	oxblood on night	Aa	4.82:1	AA

MODE	PAIR		RATIO	GRADE
DARK	paper on surface	Aa	13.08:1	AAA
DARK	stone on surface	Aa	5.6:1	AA
DARK	forest on surface	Aa	1.58:1	FAIL
DARK	oxblood on surface	Aa	4.31:1	AA LARGE
DARK	rule on ground	Aa	1.4:1	DECORATIVE ONLY
LIGHT	paper on forest	Aa	10.8:1	AAA
LIGHT	paper on oxblood	Aa	8.44:1	AAA
LIGHT	paper on ink	Aa	14.58:1	AAA
DARK	paper on forest	Aa	8.27:1	AAA
DARK	night on paper (button)	Aa	14.64:1	AAA
DARK	positive on night	Aa	7.85:1	AAA

Three rules that follow. Stone on Bone is 4.1:1, so muted text on Bone panels must be 18 px+ or switch to Ink. Lifted Oxblood on Surface is 4.3:1: labels and large type only. Rule colors are decorative; borders on inputs and buttons use rule-strong (Ink / Paper ink).

IN CODE

Three files, *one source of truth.*

KIT/02_COLOR/TOKENS.CSS

```
:root{
  --bib-paper: #F1ECE3;
  --bib-bone: #E6DED0;
  --bib-rule: #D9D0C0;
  --bib-ink: #161D19;
  --bib-stone: #6E685F;
  --bib-forest: #22372D;
  --bib-oxblood: #742B24;
  --bg: #F1ECE3;
  --bg-raised: #E6DED0;
  --rule: #D9D0C0;
  --rule-strong: #161D19;
  --text: #161D19;
  --text-muted: #6E685F;
  --brand: #22372D;
  --on-brand: #F1ECE3;
  --accent: #742B24;
  --action: #161D19;
  --on-action: #F1ECE3;
  --focus: #742B24;
  --positive: #22372D;
  --negative: #742B24;
  --radius: 0;
```

KIT/02_COLOR/TAILWIND.PRESET.JS

```
// tailwind.config.js
module.exports = {
  presets: [require('./tailwind.preset.js')],
};
// usage
<a class="bg-action text-on-action font-sans
   text-label uppercase px-6 py-4">Browse the
ideas</a>
<p class="font-mono text-folio text-
accent">No. 066</p>
```

KIT/02_COLOR/TOKENS.JSON · DTCG

```
{
  "color": { "semantic": {
    "accent": { "$type": "color",
      "$value": { "light": "#742B24",
                  "dark":  "#C46A5C" } } } },
  "cut": { "waist": "46%", "gap": "0.038em",
           "shift": "0.127em" },
  "motion": { "easing": {
    "set": "cubic-bezier(0.2, 0.7, 0.1, 1)" }
}
}
```

SECTION 04 · FOUR FAMILIES

01 · DISPLAY AND TEXT

Newsreader

Production Type for Google Fonts · OFL

Ideas *worth* building

Headlines 400, italic for the second clause. Body 400 at 18–20 px, optical size on.

02 · INTERFACE

Libre Franklin

Impallari Type · OFL

Browse the ideas

Navigation, buttons, labels and captions. Caps at 11–13 px with +0.12–0.14 em tracking.

03 · FOLIOS AND NUMBERS

IBM Plex Mono

IBM · OFL

NO. 066 · 4.25

Issue numbers, scores, dates, sources, sponsor lines, prompt files. Always uppercase in furniture.

04 · WORDMARK ONLY

Bodoni Moda

Owen Earl · OFL

Business Ideas *to* Build

Outlined inside the logo. Never set live, never used for headlines.

SECTION 04 · TYPE SCALE

DISPLAY XL	96 / 0.98 · -2% Covers, openers	Ideas worth building
DISPLAY L	72 / 1.00 · -1.5% Home hero	With the plan written
DISPLAY M	56 / 1.04 · -1% Idea page H1	How to start a cue card business
HEADLINE	40 / 1.10 · 0 Section heads	Who would pay
TITLE	28 / 1.20 · 0 Cards, list items	Work History Verification for Closed Employers
DEK	22 / 1.45 · 0 Standfirst	A parent brings up the same conversation again and again.
BODY	18 / 1.60 · 0 Reading	Begin in more than one country. Buyers already talk about this.
LABEL	12 / 1.2 · CAPS · +12% Nav, buttons	BROWSE THE IDEAS
FOLIO	11 / 1.2 · CAPS · +8% Numbers, meta	NO. 013 · HOTNESS 4.05

Sizes are desktop. On mobile, display sizes step down one level (XL → L, L → M, M → 32 px). Body stays 17–18 px. Line length 60–72 characters.

SECTION 05 · FIVE PRINCIPLES

Write it like a magazine, *check it like an accountant.*

01	**Evidence first** Say what people posted, when, and how many.	WE SAY “165 votes and 94 replies in a month.”	WE DON’T ~~“Huge demand!”~~
02	**Plain words** Short sentences. One idea each. No jargon a nurse would need to look up.	WE SAY “Charge under $10 a month.”	WE DON’T ~~“Leverage a freemium monetisation funnel.”~~
03	**Generous** Free is free. Name the paid part once, with its price.	WE SAY “One credit unlocks both prompts. $9.99.”	WE DON’T ~~“Unlock premium insights now!”~~
04	**Honest about unknowns** Give a range and say what to measure. Admit what we don’t know.	WE SAY “Estimated, medium confidence.”	WE DON’T ~~“A guaranteed $1M market.”~~
05	**Calm** No exclamation marks, no emoji, no countdown timers. Confidence is quiet.	WE SAY “Payments open soon. We’ll tell you the day they do.”	WE DON’T ~~“Don’t miss out!!!”~~

MICROCOPY AND TAGLINES

Small words, *same voice.*

MOMENT	COPY
PRIMARY BUTTON	Browse the ideas
SECONDARY LINK	Read No. 066 →
UNLOCK	Unlock both prompts · 1 credit
PROMPT ACTIONS	Copy plan · Download .md
LOCKED STATE	Locked · the first lines are above
EMPTY NICHE	No ideas in this niche yet. The first one goes here.
FORM ERROR	That email is missing an @. Check it and try again.
SPONSOR SLOT	This line is open to one sponsor, $79 a week →
DISCLAIMER	Ideas are suggestions, not medical, legal or financial advice.
NEWSLETTER SUBJECT	No. 12: Three businesses caregivers already asked for

LEAD LINE

Ideas worth building, *with the plan already written.*

EVIDENCE

Start with a complaint. *Finish with a plan.*

SPONSOR KIT

Reach people about to *start a business.*

SOCIAL

One complaint. One business.

BRAND IDEA

The first move, *already made.*

SHORT

Read free. Build on purpose.

House style: sentence case everywhere except Franklin labels. “No.” with a full stop and a space. Numbers as figures. En dash for ranges (3–4 weeks). American spelling on the site.

06

SECTION 06

Photography

Owners at work: hands, tools, counters and benches. Documentary, never staged smiles. Treated in Forest duotone or warm Ink.





DIRECTION AND TREATMENT

Show the work, *not the founder's face.*

We picture the trades behind small businesses: a potter centering clay, a baker's hands, a pegboard of tools, a desk with the plan on it. Close, quiet, natural light. People are seen working, from the side or from behind.

YES	Hands, tools, materials, counters, notebooks, real places
YES	One subject, lots of air, a dark or quiet area for type
NO	Laptops-on-beaches, handshakes, rocket ships, cash fans
NO	Stock smiles to camera, neon, heavy filters, color photos

Treatment recipe (kit/06_photography/treat.py): luminance → levels 1–99% → ramp #0F1712 · #22372D · #8E9A8C · #F1ECE3 for Forest, or #121813 · #6E685F · #CFC7B8 · #F1ECE3 for Ink → 7% monochrome grain.



ORIGINAL · COLOR



INK · DOCUMENTARY, INSIDE ARTICLES



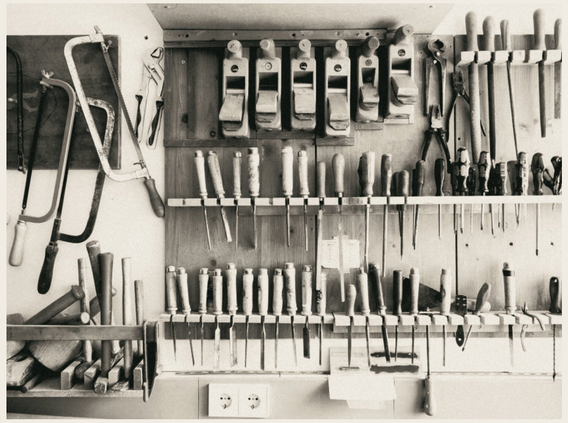


FOREST DUOTONE · HEROES, COVERS, SOCIAL · CUT ONCE PER SPREAD

THE LIBRARY · EIGHT STARTING IMAGES



Thanksgiving autum · Element5 Digital · StockSnap · CC0



Tools workshop · Barn Images · StockSnap · CC0



Technology machines · Daryan Shamkhali · StockSnap · CC0



Person craftsman · Burst · StockSnap · CC0



Woman holding · Kelly Ishmael · StockSnap · CC0



Guy man · Caio Resende · StockSnap · CC0



Crops market · Peter Hershey · StockSnap · CC0



Carpenter working · Burst · StockSnap · CC0

All photographs are CC0 (public domain dedication) via StockSnap and Rawpixel, credited anyway. Full list with source links: kit/06_photography/CREDITS.md. Treated files are screen resolution; download originals from the source pages for print.

SECTION 07 · APPLICATIONS

07

The issue, *in print.*

A printed “issue” is how the brand thinks, even on the web: a numbered edition, a cover line, a sponsor credit. No. 01, the Complaints Issue, uses one cut photograph and one cut headline.

Mockup: composited cover on a CC0 desk photograph. Cover photo: Levi Price, CC0.

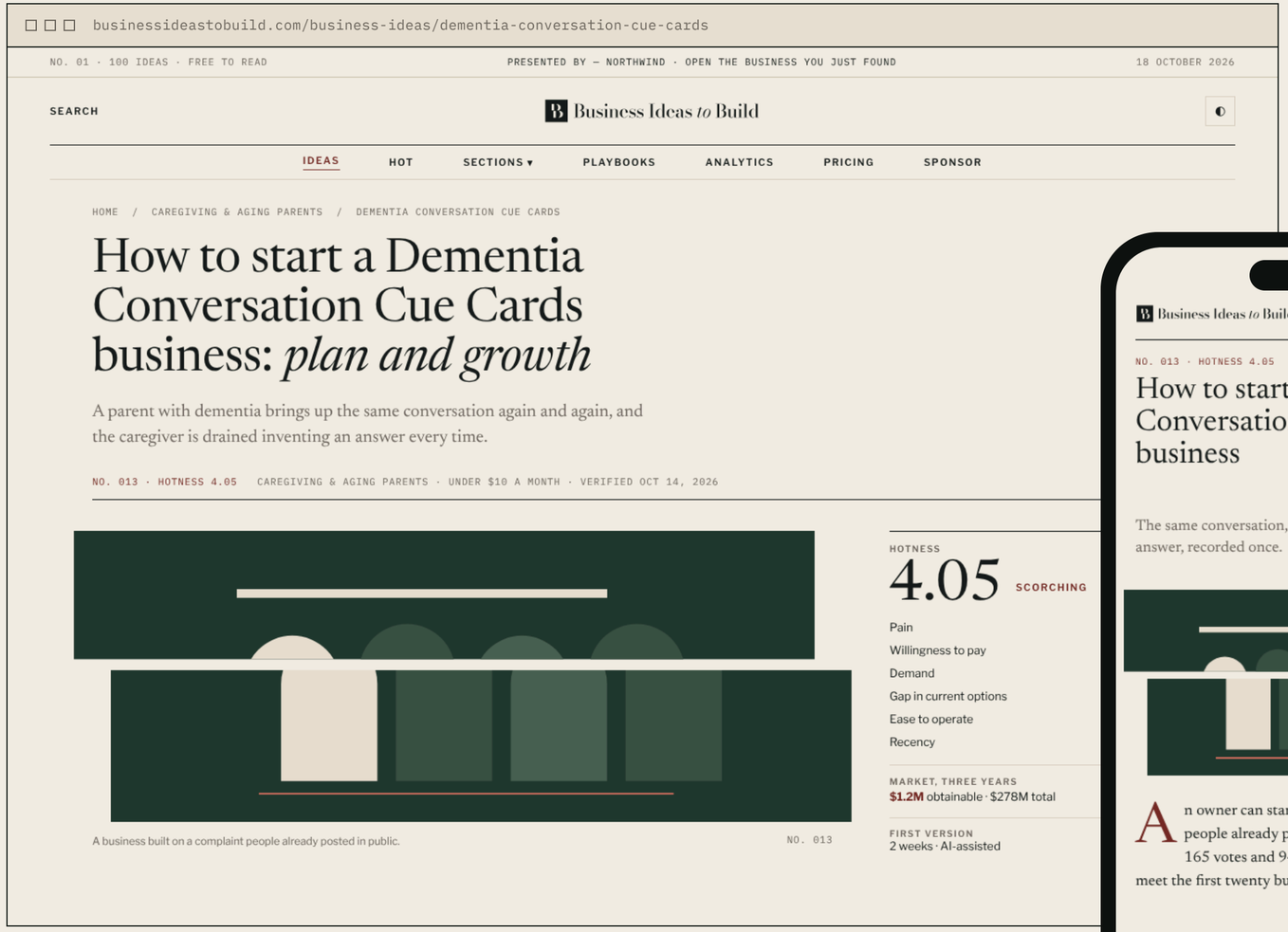


THE IDEA PAGE

The front page of *every idea.*

Masthead strip, centered lockup, Franklin nav between two rules. Then a headline, a dek, an Oxblood folio and a cut Forest plate. The score sits in a ruled side column like a stock table.

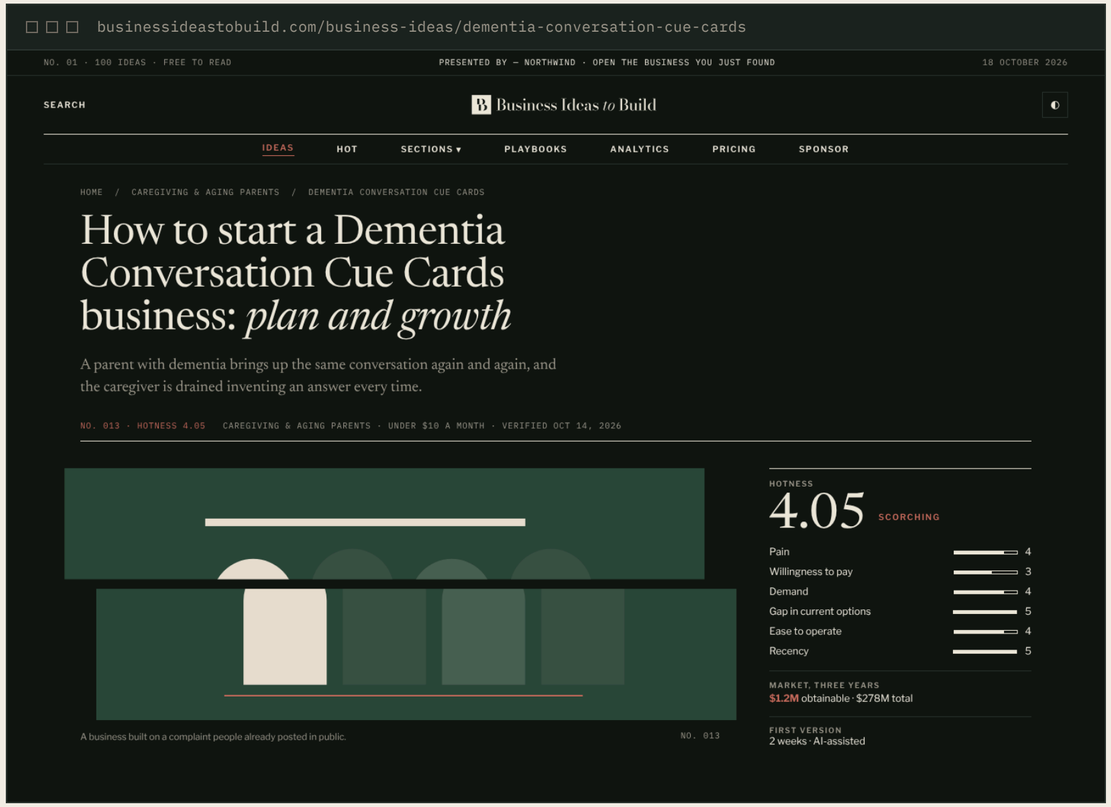
Mobile keeps the masthead logic in one line, drops the side column under the plate and keeps the drop cap.

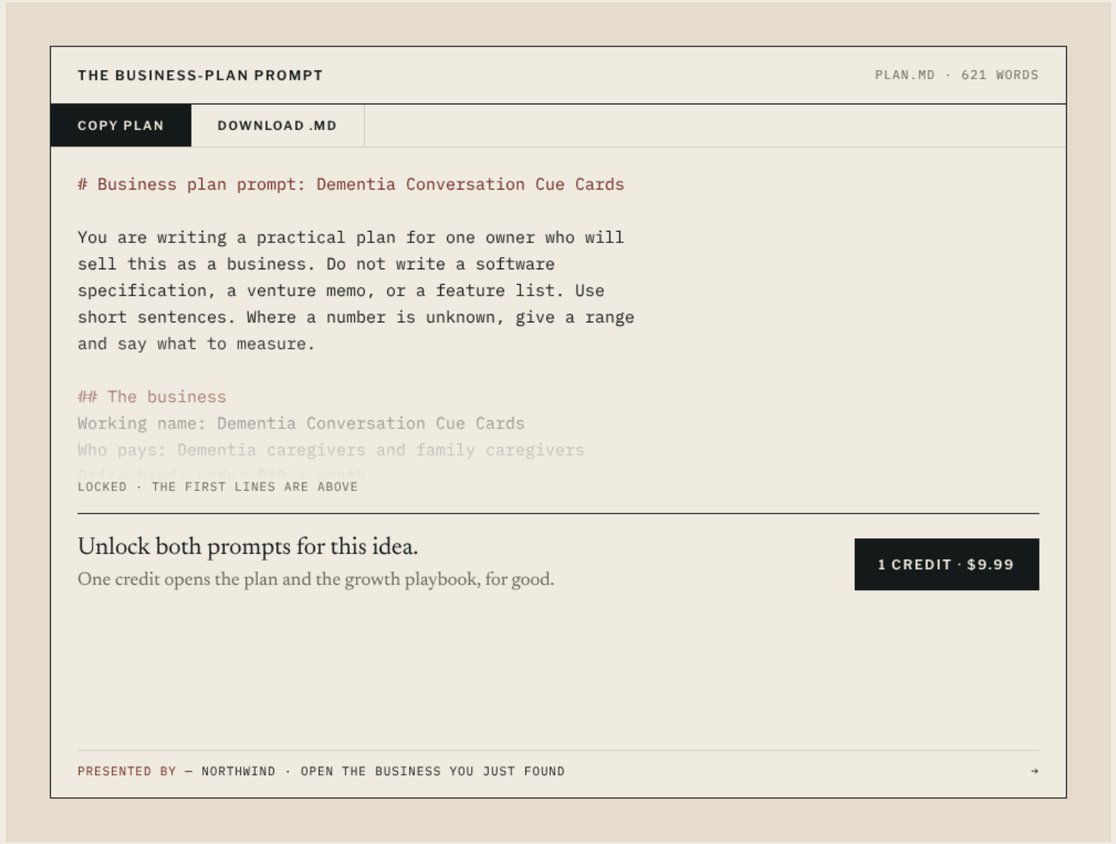




NIGHT EDITION AND THE PROMPT

The product *is a prompt.* Treat it like a page.



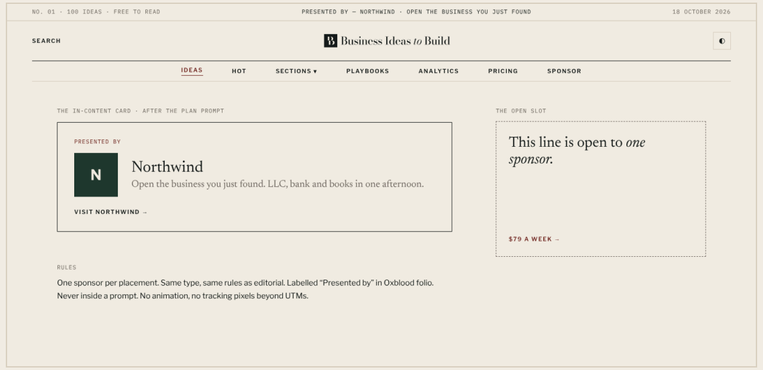


The prompt card is a document, not a widget: a file name in mono, one Ink button, Bone well, a fade to “Locked”, and the price said once. The sponsor credit sits outside the prompt, never inside it.

SPONSORS

One sponsor, *set like editorial.*

“Presented by” is an Oxblood folio, the sponsor name is set in Newsreader, and every placement follows the same grid as the journalism around it. The media kit is printed the same way: Forest cover, the mark, a ruled rate card.



“Northwind” is a placeholder sponsor used across this book.



MEDIA KIT · A4 · COVER AND RATE CARD

NEWSLETTER, SOCIAL, LINK PREVIEWS

The Letter, *and everything it links to.*

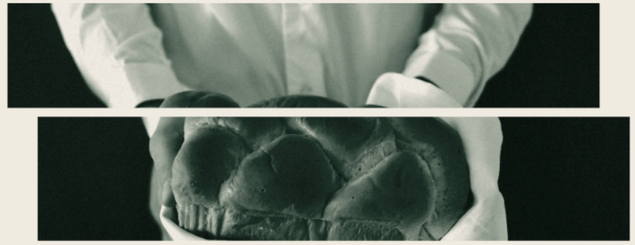
THE LETTER · NO. 12 — SUNDAY 18 OCTOBER 2026

Business Ideas *to* Build

THIS WEEK

Three businesses caregivers *already asked for.*

Each one starts from a public complaint. Each one is free to read, with the evidence and a market estimate. One credit unlocks the plan and the growth playbook.

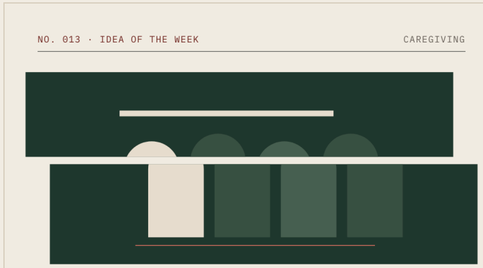


NO. 066

Spoofing Monitor for Parked and Defensive Domains

DMARC monitoring and one-click hardening for a portfolio of abandoned domains.

READ THE IDEA · 4.25 →







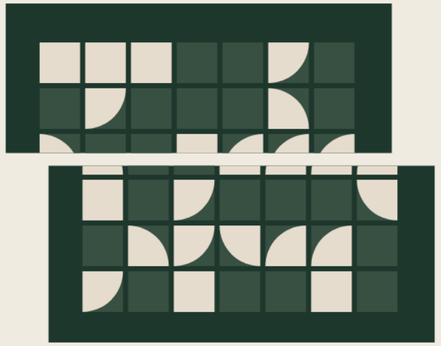
SOCIAL · 1080 × 1080 · IDEA, EVIDENCE, NUMBER

Business Ideas *to* Build — NO. 066 · HOTNESS 4.25

Spoofing Monitor for Parked and *Defensive Domains*

Charge $200 and up · first version in 3–4 weeks

FREE PLAN PREVIEW →



OG IMAGE · 1200 × 630

Generated per idea: number, title, price band, the idea’s own plate. Lockup top-left, folio top-right, nothing in the bottom 60 px where platforms crop.





OBJECTS

Things a new owner *would actually keep.*

Canvas tote, one-color Ink screenprint. Forest bookcloth notebook with Paper foil. Cards on uncoated stock. Mockups composited on CC0 surface photographs.

SECTION 08 · MOTION

Things don’t bounce. *They are set.*



0 MS · WHOLE



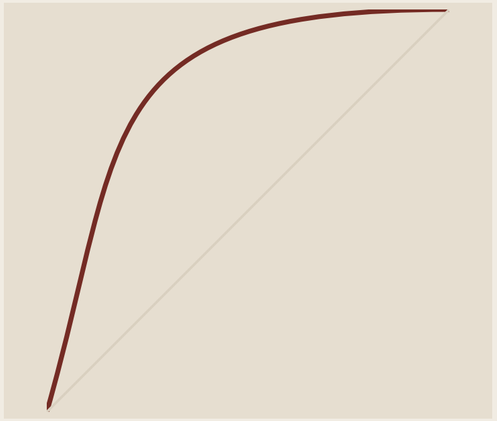
+120 MS · GAP OPENS



+280 MS · SHIFT



480 MS · SET



“SET” · CUBIC-BEZIER(.2, .7, .1, 1)

MOMENT	MOTION	DURATION	EASING
Logo intro	Whole B fades in, then cuts: gap opens, halves step apart	200 + 480 MS	SET
Hover on idea card	The plate’s lower slice steps 4 px further right	320 MS	SET
Lists and tables	Rows set in like type: 8 px rise, 40 ms stagger, max 8 rows	320 MS	SET
Reduced motion	No movement. Opacity only, 200 ms. The logo appears already cut.	200 MS	LINEAR

Files: kit/09_motion/logo-cut-paper.mp4 · logo-cut-night.mp4 · GIFs · motion.md. Only the logo animation may show the halves aligned, and only for its first 450 ms.

DOWNLOADS

The kit

Everything in this book, as files. The folder ships as businessideastobuild-brand-kit.zip next to this PDF.

START HERE

Developers: 02_color, 03_type, 04_graphic-language.
Writers: 05_voice.
Sponsors and press: 01_logo and 07_mockups.

01_LOGO/	SVG outlines (lockup, mark, wordmark, icon; light and dark), PNG 512–2048 transparent and solid, favicon set, webmanifest, head snippet
02_COLOR/	tokens.css · tailwind.preset.js · tokens.json (DTCG) · contrast-report.md
03_TYPE/	type-scale.css · fonts/ (Newsreader, Libre Franklin, IBM Plex Mono, Bodoni Moda; OFL) · font licenses
04_GRAPHIC-LANGUAGE/	cut.css (cut type, blocks, images) · plate SVGs · cut-demo.html
05_VOICE/	voice-and-tone.md: principles, we say / we don't, microcopy, taglines, house style
06_PHOTOGRAPHY/	18 photos × 2 treatments (Forest duotone, Ink), 36 files · treat.py · CREDITS.md with source links
07_MOCKUPS/	Idea page (light, dark, mobile) · prompt card · sponsor placement · media kit · newsletter · issue cover · tote · notebook and cards
08_TEMPLATES/	OG image 1200×630 · social posts 1080×1080 · media-kit pages · newsletter · issue cover art · generator source
09_MOTION/	Logo cut animation MP4 and GIF (paper, night) · motion.md

Business Ideas *to* Build

Ideas worth building, *with the plan already written.*

COLOPHON

Set in Newsreader, Libre Franklin and IBM Plex Mono. Logo drawn from Bodoni Moda. All fonts SIL Open Font License. Brand book edition 1.0, October 2026.

PHOTOGRAPHY · ALL CC0

apron: Burst (StockSnap) · bakery counter: Drew Coffman (StockSnap) · barista: Daryan Shamkhali (StockSnap) · blank notebook: Negative Space (StockSnap) · bread hands: Element5 Digital (StockSnap) · ceramic shelves: Barn Images (StockSnap) · clay hands: Alex Jones (StockSnap) · florist: Kelly Ishmael (StockSnap) · late laptop: Chevanon (StockSnap) · market basket: Peter Hershey (StockSnap) · pegboard: Barn Images (StockSnap) · plan and tools: JESHOOTS.com (StockSnap) · planning desk: Alejandro Escamilla (StockSnap) · potter: Levi Price (StockSnap) · repair bench: Caio Resende (StockSnap) · surf concrete: Michał Grosicki (StockSnap) · surf fabric: Design by Matt (StockSnap) · surf greywood: Lukas (StockSnap) · surf tabletop: Kristin Hardwick (StockSnap) · surf wood: Jay Mantri (StockSnap) · type tray: Rawpixel (rawpixel) · wood plane: Burst (StockSnap) · wood type: Rawpixel (rawpixel). Mockup surfaces are CC0 StockSnap photographs. Links in kit/06_photography/CREDITS.md.