

Sharpen Your Product Ideas Using Gemini

- **Sul Ross State University SBDC – Alpine TX**
- **Oklahoma SBDC**
- **Community Action Agency of Oklahoma**
- **SCORE Houston**
- **Texas A & M Victoria SBDC**
- **SCORE Austin**
- **Illinois SBDC Bradley University – Peoria IL**
- **Sul Ross State University SBDC**
- **Tarleton SBDC – Stephenville TX**
- **UT Rio Grande Valley SBDC**
- **Choctaw Small Business Development**
- **SCORE Rio Grande Valley**
- **BakerRipley**
- **LiftFund**

Your Coach

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Agenda

1. The “Entrepreneur’s Bias”
2. Gemini overview
3. Demo
4. Audience Q&A

The “Entrepreneur’s Bias”

The Paradox

Passion Can Be One of Your Greatest Strengths...and Your Biggest Hurdle

When you're in love with an idea, your brain naturally seeks out information that confirms you're right (**Confirmation Bias**) and ignores red flags that say you're wrong.

Source: Gemini

The Entrepreneur Paradox

The "Good Friend Test": If you ask a good friend if your idea is good, they'll likely say "Yes" because they support *you*.

The Reality Check: A "Good Idea" does not equal A "Good Business."

*Most small businesses fail because there was simply **no market need**, despite the owner's passion.*

Source: Gemini

Identifying The Bias Traps

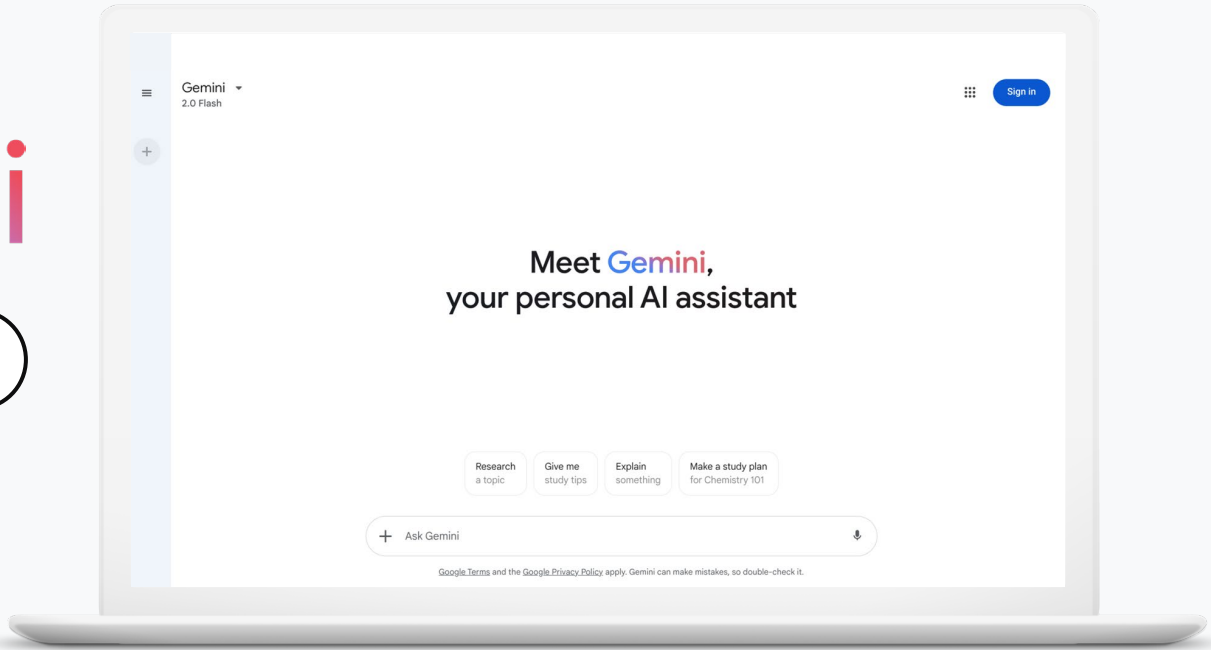
The Trap	What We Tell Ourselves	The Hard Truth
The “Everyone” Trap	“Everyone will want this!”	If you target everyone, then you reach no one.
The “Feature” Trap	“It just needs one extra feature to sell.”	Customers buy solutions to problems, not a lot of features.
The “Me” Trap	“I would buy this so others will too.”	You are an “N of 1.” You are not your target market

Source: Gemini

Sharpen Your Ideas With AI



gemini.google.com



Gemini As Your “Dissenting Partner”

Objective Intelligence: Unlike a co-founder or a friend, Gemini doesn't care about your feelings. It analyzes data patterns without ego.

The Role Play: We will prompt Gemini to act as a **Skeptical Investor** to find the "cracks" in our logic.

From "I Think" to "I Know":

- **I Think:** "People want a faster way to track pet health."
- **I Know:** "Gemini found 15 existing apps with 2-star reviews specifically complaining about the UI...that is our real opportunity."

Source: Gemini

Demo

Q&A

Next Steps

ACT responsibly

Assess

what the AI experience produces – its output – for accuracy, bias, and potential harms.

Consider

the effects of using AI, including privacy and security implications.

Tell

clients and coworkers about your use of AI tools.

Skeptical Investor Challenge

Perform a “brutally honest audit” of your primary business assumption using a specific “Skeptical Investor” prompt.



Resources

Grow with Google

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For small businesses

No-cost access to the
AI Professional Certificate
plus three months of Google
Workspace Business Standard

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Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building





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- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
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Thank you!