



BIG Ideas to get inspired for BIC Junior

Business is about offering solutions to problems. There are many yet-to-be-discovered solutions to problems within the health and life sciences sector.

You could help someone live a healthier, longer life with your business idea or support the health of the environment. Check out these business ideas and examples of existing businesses in the health and life sciences industry to inspire you:

- Health and Fitness – helping people to live a healthy lifestyle
Ex: A wearable device that helps the user to track how active they have been in a day
- Disabilities – improving the lives of people living with disabilities
Ex: A new physical aid that helps people in wheelchairs to reach items that are too high for them to reach from their chair
- Digital Health - helping people to take an active role in self-care or improve their overall healthcare through a virtual solution
Ex: A virtual reality game that helps children to pay attention while having an eye exam
- Hospitals – creating solutions to improve health care, cut down wait times and improve patient outcomes
Ex: An app that allows people to have virtual appointments with healthcare specialists
- Aging and Chronic Disease – creating new technologies that reduce dependence on clinics, hospitals and care givers and allow people to live more independently
Ex: A wearable device from which an elderly person can easily contact a family member or emergency service if they need help
- Healthier Food – reducing artificial additives and preservatives, making existing foods more nutritional.
Ex: A new children’s snack that is tasty and helps parents make sure that their children are getting the daily vitamins and nutrients they need
- Farming - improving food safety, animal nutrition, or producing special crops
Ex: A new feed for farm animals that is made from local ingredients and full of nutritional benefits
- Environmental Sustainability – creating eco-friendly products or making an existing manufacturing process more eco-friendly
Ex: A reusable beeswax wrap that is locally produced and can replace the use of plastic wrap



- Population health – improving the health of a population (Ex: Nova Scotians, Canadians or the global population)
Ex: An app that lets people in Nova Scotia report when they find a tick and lets other users know where the most ticks have been found
- Oceans – finding new ways to use sea-products for added health benefits
Ex: A cosmetic facemask made from local seaweed that helps to treat acne
- Bio-resources – finding new uses for bio-products or bio-waste
Ex: A juice company that uses fruits from local farms that are too old to be sold in markets, preventing them from being thrown out

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