Sub-editing Part 4: Feedback Document

***Please read this 600-word article and sub-edit it for publication. Please use Tracker in Word so I can see what you’ve done.***

***The piece will appear in a magazine called Start Up. The title is a one-stop guide for people who are thinking about going into business for themselves. The target audience is men and women aged 25-45.***

***When you have finished, please add a headline and standfirst.***

Every business needs a good idea ­– but contrary to what you might think, it doesn’t have to be novel, quirky or revolutionary. Howard Schulz, who founded Starbucks, has made millions launching coffee shops. Whats so original about that? The Italians have had them ever since Gaggia perfected the expresso machine in the 1920s. But Schulz was canny enough to pinch what he saw in France and adapt it to a new market.

So an inventor may have an amazing idea which could change peoples’ lives but not a clue how to market it. On the other hand, someone with entrepreneurial nous and the right business experience could take a simple idea and turn it into a magical cash cow. The idea is the starting point. The rest depends on you and you’re ability to transform a good idea into a viable business.

So, how do we go about finding that big idea? We can start by looking, listening and thinking. We’re surrounded by great ideas and you’ll find people waxing lyrical about their ‘fantastic business idea” everywhere from the water cooler to the gym. The important thing about ideas is not the ideas themselves but what you do with (and how motivated you are make them come alive).

So Jim Sweeney, a civil servant and part-time football coach, came up with his business idea while he was coaching children in one of the deprived areas of Coventry. The only pitch available was a hard court but it was strewn with broken glass and stones so Jim came up with the idea of a portable football pitch that could be used on any open patch of grass. He had a Nylon pitch made up with plastic poles and the whole thing measured 250 metres by 15m and fitted neatly into a bag. It was an immediate hit with everyone, especially the kids. “I knew straightaway that the idea would work,” says Sweeney.

A study conducted among 130 British entrepreneurs revealed three common factors: all of them had worked in their industry for many years, they all saw a gap in the market and researched its potential, and, most importantly, they were able to get solid financing from the banks.

Some of the best ideas are the ones that are glaringly obvious, the ones that look so simple that we all could all have thought of them. The guy, who wandered down the supermarket isle and didn’t think there was much in the pet section so she launched the first pet superstore. The woman, who launched a successful gift website, because she couldn’t find what she wanted on the high street. Or how about the students who launched a social networking site at Yale to keep in touch with each other and to share information and interests. Now there’s an idea that we *all* would like to have thought of.

**Success out of adversity**

Strapped for cash after the Wall Street Cash, unemployed salesman Charles B Barrow took his board game Monopoly to the manufacturer Parker Brothers. They rejected it due to a number of design flaws but later produced the game commercially in the US after Darrow sold his own copies. Darrow died a wealthy man though his status as the inventor of the game has since been disputed.

Danish carpenter Ole Kirk Christiansen, another victim of the Depression, started making wooden toys when he was out of a job. Years later in the 50s, he and his son Gotfred came up with the Lego brick, a 'system of play' with components that could be taken apart and put back together. The destructive (and, of course, creative) nature of young children has kept Lego on top of the toybox ever since.