

Does Your Business Idea Have the Potential for Success (up to Unicorn Status) in the AI Era?

by [Alex Cherkaskyy](#)

1. You are an expert in a specific field.
2. You are aware of an existing problem (or problems) in this field and understand the value of solving it for customers.
3. This problem was previously difficult to solve without AI. But now it can be solved. However, solving this problem requires not just AI but also your expertise, which will provide your product or service with a Unique Value Proposition (UVP).
4. Your product is too niche to interest large multinational companies like Google or Microsoft, which could easily scale it to the global market. For example, giants typically do not enter markets related to taxation, payroll, etc.
5. Demand for your product is highly likely to persist as AI evolves.
6. Barrier to copying. It will not be easy for competitors to replicate your solution, even considering AI advancements. If copying occurs, you can quickly introduce a fundamentally new UVP, preventing competitors from taking a significant share of the market.
7. Your long-term competitive advantage will be ensured by your expertise, not AI.
8. You can quickly make changes and add new features in response to market or technology shifts.
9. Your product is easily scalable and can quickly integrate new AI capabilities without a complete overhaul of its architecture and strategy, and without significant cost increases.
10. Demand for your product is large enough—ideally global (you are planning to reach unicorn status, right?).
11. Your product can easily adapt to a growing number of users and new markets. продукт может легко адаптироваться к растущему числу пользователей и новым рынкам.
12. You have a clear strategy and roadmap for integrating new AI technologies into your product and business processes. You have a solid understanding of AI's development trajectory and the opportunities it will unlock in the short- and medium-term. This will allow you to adapt in advance, staying ahead of competitors.