

Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

# MT1.1\_5 Prioritize the Opportunities: Choose your Suitable Market Opportunities (How to use Priority 5 Factors Matrix to Spot Opportunity)

# **Technology Industry:**

- Developing a new mobile application to address a specific market need.
- Launching a software-as-a-service (SaaS) platform for project management.
- Creating a cybersecurity training program for businesses.

# **Healthcare Industry:**

- Implementing telemedicine services to reach patients in remote areas.
- Establishing a wellness program for employees to improve overall health and reduce healthcare costs.
- Introducing a mobile app for medication reminders and health tracking.

#### **Education Sector:**

- Launching an online tutoring platform for students in STEM subjects.
- Developing a gamified learning app for language acquisition.
- Offering professional development courses for teachers on incorporating technology in the classroom.

#### **Retail Industry:**

- Expanding e-commerce operations to new international markets.
- Implementing a customer loyalty program to increase repeat purchases.
- Introducing a sustainable product line to appeal to environmentally conscious consumers.

#### **Financial Services:**

- Launching a robo-advisory platform for automated investment management.
- Developing a budgeting app to help individuals track expenses and save money.
- Offering personalized financial planning services for high-net-worth clients.

# **Hospitality and Tourism:**

- Creating an experiential travel package focused on ecotourism.
- Implementing a contactless check-in system for hotels to enhance guest safety.
- Introducing a virtual reality tour experience for popular tourist destinations.

## **Manufacturing Sector:**

- Adopting Industry 4.0 technologies such as IoT and AI for predictive maintenance.
- Implementing lean manufacturing principles to streamline production processes.
- Introducing a product customization feature to meet individual customer preferences.

Attachment to MT1.1 Task 2.2



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

# **Renewable Energy Sector:**

- Establishing a community solar project to provide affordable clean energy to residents.
- Developing a grid-scale energy storage solution to address intermittency challenges in renewable energy generation.
- Launching a green technology incubator to support startups focused on sustainability and clean energy innovations.

## Food and Beverage Industry:

- Introducing a line of plant-based meat alternatives to capitalize on the growing demand for vegetarian and vegan options.
- Implementing a food waste reduction program to minimize waste and improve sustainability throughout the supply chain.
- Launching a meal delivery service specializing in healthy and nutritious options for busy professionals and families.

## **Real Estate Sector:**

- Developing a co-living concept targeting young urban professionals looking for affordable and communal living spaces.
- Implementing a property management software platform to streamline rental property management tasks for landlords and property managers.
- Launching a real estate investment trust (REIT) focused on sustainable and environmentally friendly properties to attract socially responsible investors.



Attachment to MT1.1 Task 2.2

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.