

Product idea: gamified learning

Applications

- Education ← most important market
- Organizational learning
- Personal development
- Management development
- NFE providers
- Counseling

Market segmentation

Education

- Primary education
- Secondary education
- Vocational education (levels 1to 4) ← most important market
- Higher vocational education
- University education

Organizational learning

- Freelancers
- Small organizations
- Medium sized organizations
- Large organizations

Personal development

- Individuals
- Age segmentation

Management development

- Lower management
- Middle management
- Higher management

NFE providers

- NGO's

Interviews

Application	Segment
Management development	Lower management
Education	Vocational education (level 3)
Personal development	Individual age 25
NFE provider	-
Organizational learning	Middle sized organization