Opportunity recognition - Market driven

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| **Governmental policies/regulation changes** | | | | **Problem solving** | | **Gaps** | |
| Trends in consumers’behavior | | Trends in industries | |
| Individualization | | Automation | |
| Description | Market  ranking | Description | Market  ranking | Description | Market  ranking | Description | Market  ranking |
| Food industry:   * Personalize nutrition * On-demand food services   Healthcare industry:   * Personalized medicine * Telemedicine expansion | 1  2  1  2 | Mechanics:   * Automation system * Reconfiguration system * Collaborative robots   Food processing:   * Automatic quality management system * Smart packaging | 2  1  3  1  2 | Overload in hospitals   * Queuing system * Online registration * AI-based triage * Automative drug dispensing system | 2  1  4  3 | Innovation education for children:   * Problem solving skills * STEM   education   * EdTech for underprivileged communities | 1  2  3 |
| Green consumption | |  | |  | |  | |
| Description | Market  ranking | Description | Market  ranking | Description | Market  ranking | Description | Market  ranking |
| Sustainable packaging – Biodegradable | 1 | Energy efficient appliances – Smart home tech reducing energy consumption | 1 |  |  |  |  |
| Eco-friendly transportation | 1 | Low-impact production – Companies reducing emission through greener manufacturing | 3 |  |  |  |  |
| Sustainable agriculture – Organic farming, precision agriculture, and carbon-neutral farming | 2 | Sustainable tourism – Eco-resorts and carbon-offset travel initiatives | 2 |  |  |  |  |
| Circular economy – Recycling and upcycling initiatives in manufacturing | 1 |  |  |  |  |  |  |
| Reusable and refillable products – Shift toward zero – waste packaging models. | 2 |  |  |  |  |  |  |
| Carbon footprint reduction – Carbon labeling on products for consumer awareness | 3 |  |  |  |  |  |  |
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