**BLOCKCHAIN OPPORTUNITY BRAINSTORM**

| **Idea** | **Industry** and  **Market Segment** | **Problem** Statement  (Statement of Need) | Target **customers/**  **audience** | **Opportunity** for Blockchain | Give this idea a **name** |
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| Idea 1 | **Industry**: *Banks*  **Market segment**: *Information Technology on the Data Governance* | In the Banks segments, the data is becoming a high-valuable active that need to be monitored and controlled. Many different software is used to trace the data, get the metadata and data linage and algo to apply data quality. Furthermore, to store the information and trace any changes become an important challenge nowadays. | * Data Governance * Business, Finance and Accounting * Human Resources | Incorporating smart tracing and a blockchain based technology would ensure the correct scalability, traceability, and data governance procedure, that will get the latest but right information stored in the cloud or any database. | “Data tracing for a smart information consumption” |
| Idea 2 | **Industry:** *Education*  ***Market segment:*** *Enrollment and traceback grade notes* | In the education segment, it is important to traceback the student’s graded notes as well as their enrollment to the subjects. Most of the time, tracing this information are performed manually on a local database that could be corrupted by the users. | * School Finance and Accounting department * Data Governance * Smart Contracts | Using smart systems based on blockchain would help to trace faster and efficient all the changes in a database as well as the enrollment fees that the student pay along the year. This technology will help to reduce the bad or corrupted information in the databases. | “Smart fee and grade-notes for School administration” |
| Idea 3 | **Industry:** *Restaurant*  **Market segment:** Inventories, payments and accounting | In the restaurant segments, there are a lot of bad or corrupt information due to human mistakes. Also, most of the times, the Inventory could have incorrect or bad registries. Tracking the payments are still a pain when the register becomes from the internet. | * Accounting and Finance * Smart Payments * Inventory | Integrating blockchain technology would improve the inventory by constantly monitoring and checking the stocks. Also, due to the outbreak, people prefer to buy using smart apps that in most of the cases need to store the payment into a database to be easy to use in case of a complaint. | “Smart payment tracing” |