**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 0 | *EXAMPLE:*  *Industry: Education*  *Market segment:*  *K-12 Educational Research* | *In educational research, the ethics review process—*  *including the process of obtaining informed consent from K-12 students (i.e. minors)—is time consuming, lacks transparency, and places a high degree of trust in the integrity of the researcher with respect to the collection, storage, use, and presentation of students’ data.* | * *Educational researchers;* * *Research Ethics Boards;* * *Parents/guardians (on behalf of K-12 students)* | *Incorporating smart contracts and blockchain-based identity systems into the ethics review process would ensure that educational researchers are held accountable for their use of students’ data, and would empower students (and their parents/ guardians) throughout the informed consent process.* | *“Preepare” (Programmatically-Executed Ethics Protocols for Advanced Research in Education)* |
| Idea 1 |  |  |  |  |  |
| Idea 2 |  |  |  |  |  |
| Idea 3 |  |  |  |  |  |
| Idea 4 |  |  |  |  |  |
| Idea 5 |  |  |  |  |  |