**Appendix 0.2** - **ACTIVITY 1 (1.5 hours)**

**The concept of a market opportunity**

Introduce the concept of a market opportunity based on your own past experience.

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**Read the concept of Window of opportunity (01)**

Window of oportunity can be opened when the following occur in one place:

- need (gap in the form of unmet need)

- measures to meet the need and the method of using these resources,

- how to benefit from the situation.

On the basis of the local market, try to "open" Window of oportunity - present 2 - 3 examples of market gaps - unmet needs.

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| Market gap 1…Market gap 2…Market gap 3… |

Issues to be developed in task groups:

a) On this basis (table above) try to determine whether there are products or services in a given, specific local market that can fill this gap.

b) Without spending a lot of time analyzing, write down a few market ideas that come to your mind. After preparing the list, try to determine for each idea whether it is a potential opportunity. If so, indicate why. If not - specify what needs to be done to make the idea an opportunity.

c) Show known ideas (priority is given to those from the local market), the implementation of which failed due to improper timing.

d) Make a list of opportunities that you have noticed and used in your life - you can relate to your personal or professional life, etc.