

# INNOVATION PROJECTS

# PROJECT #1

**GRUPO BRISA**



[www.grupobrisa.pt](http://www.grupobrisa.pt)

## CHALLENGE

**“How might we help BRISA and its ecosystem of partners radically reduce Scope 3 emissions while creating new sustainable business opportunities and driving profitability?”**

**Type: Large Company**

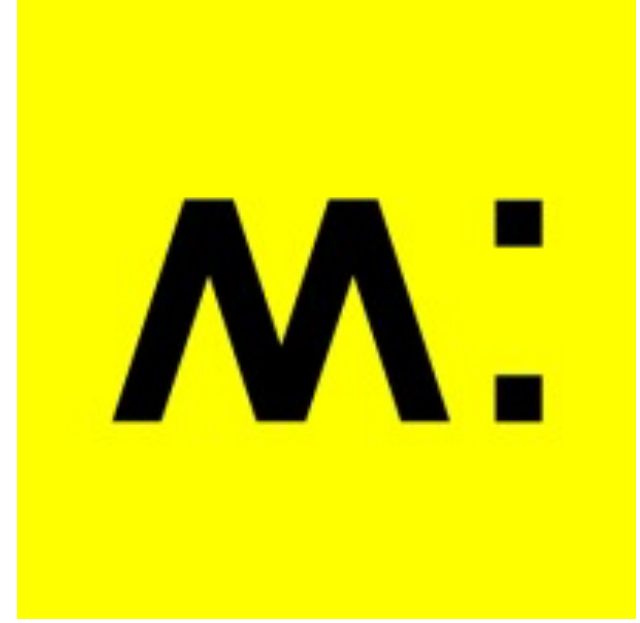
**Sector: Mobility; Infrastructure**

**Keywords:**

**Environmental Sustainability; Decarbonisation; Scope 3 Emissions; Business Model Innovation; Sustainable Supply Chains**

# PROJECT #2

**MEXT: MOTA ENGIL NEXT**



[www.motaengilnext.com](http://www.motaengilnext.com)

## CHALLENGE

**“How might we develop an innovative business model for M-ODU Innovation Lab – Future Worlds, that can diversify revenue streams beyond traditional real estate lease models and traditional co-working fees?”**

**Type: Large Company**

**Sector: Real Estate, Urban Renewal, Collaborative Innovation**

**Keywords:**

**Business Model Innovation, Urban Renewal, Innovation Labs, Open and Collaborative Innovation, Real Estate**

# PROJECT #3



Partner  
in Payments

[www.sibs.com](http://www.sibs.com)

## CHALLENGE

**"How might we evolve Card Factory's business strategy to remain sustainable in a world where digital solutions are increasingly replacing plastic cards?"**

**Type: Large Company**

**Sector: Financial Services**

**Keywords:**

**Strategic Renewal; Business Model Innovation; Sustainability**

# PROJECT #4

**OCEANO FRESCO**



[www.oceano-fresco.pt](http://www.oceano-fresco.pt)

## CHALLENGE

**“How might we better understand the perceived value of 'a sustainable food' and translate that into more effective business and go-to-market strategies?”**

**Type: Startup**

**Sector: Food, Seafood**

**Keywords:**

**Sustainability, Consumer Behaviour, Go-to-market Strategies**

# PROJECT #5

**SOGRAPE**



<https://sogrape.com>

## CHALLENGE

**“How might we leverage Artificial Intelligence to shape the future of the wine industry, ensuring a lasting legacy for local communities and future generations?”**

To address this question, we seek a high-level assessment of the wine value chain, identifying key opportunities where AI-driven innovation can create meaningful impact.

**Type: Large Company**

**Sector: Beverages**

**Keywords:**

**Artificial Intelligence, Wine, Value Chain, Positive Impact**



# PROJECT #6

**ALMASCIENCE**



<https://almascience.pt>

## CHALLENGE

**“How might we create a new value proposition for Almascience around the creation of a community-of-practice that can generate new revenue streams and that can diversify their current membership business model?”**

**Type: R&D Lab; Non-Profit**

**Sector: Science, Research & Development, Technology, Sustainable Functional Materials, Green Electronics**

**Keywords:**

**Community, Membership Business Models, Business Model Innovation, Everything-as-a-Service**

# PROJECT #7



**JOSÉ DE MELLO**

[www.josedemello.pt](http://www.josedemello.pt)

## CHALLENGE

**“How might we leverage innovation to bridge the early childhood development gap, ensuring every child under five has the foundation needed to thrive in school and life?”**

**Type: Group; Holding**

**Sector: Multisector**

**Keywords:**

**Social Innovation; Education; Underprivileged Communities; Infancy**



# PROJECT #8



## CHALLENGE

**“How might we design a market entry strategy that ensures the successful adoption of AI solutions by healthcare providers, balancing affordability, trust, regulatory compliance, and patient literacy?”**

**Type: Large Company**

**Sector: Healthcare**

**Team:**

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**HEALTHCARE  
INNOVATION  
SPECIALIZATION**



[www.cuf.pt](http://www.cuf.pt)

# DECLARE YOUR PREFERENCES

DEADLINE:

SUNDAY

FEBRUARY 9TH

23H59

Innovation Project Feb - May '25

MSc IN IMPACT



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