

INNOVATION PROJECTS

Final Teams

PROJECT #1

GRUPO BRISA



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?”

Team:

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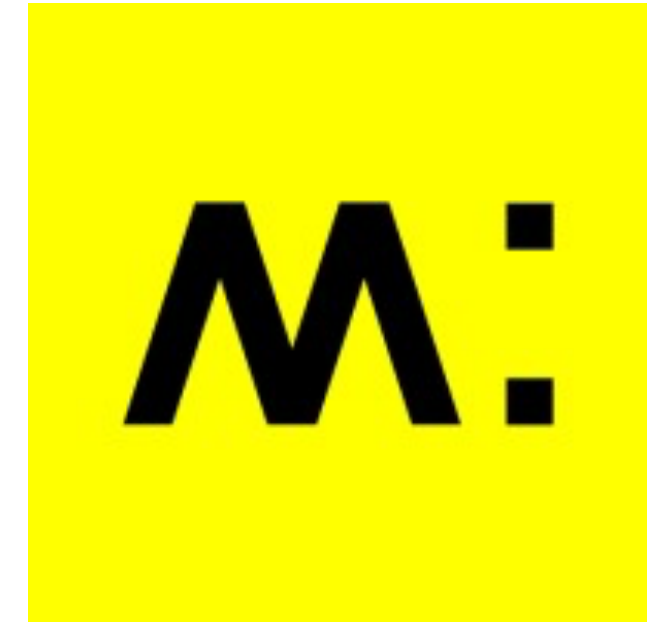
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PROJECT #2

MEXT: MOTA ENGIL NEXT



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?”

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PROJECT #3



Partner
in Payments

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?"

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PROJECT #4

OCEANO FRESCO



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?”

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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?”

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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?”

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PROJECT #7



JOSÉ DE MELLO

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?”

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PROJECT #8



HEALTHCARE
INNOVATION
SPECIALIZATION



www.cuf.pt

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?”

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