



Tools:
 1. Business model Canvas
 2. Value proposition Canvas
 4. Questionnaire
 5. Best practices (Case studies)

To identify:
 1. Patterns and analogy
 2. Opportunities/threats
 3. Value proposition + customers

Outputs:
 1. Creation of a new value proposition
 2. New concept of business model

Research questions:
 1. Who is the customer?
 2. What does the customer want and why?
 3. How to create a value?

Task 1
 Analysis of the market
 1. Competition
 2. Market size
 3. Limits of market (school/corporate education, etc.)
 4. External factors
 5. Market attractiveness

Task 2
 Analyses of the needs (potential customers)
 1. language training
 2. life skills/ personal development
 3. coaching
 4. management/leadership

Outputs:
 1. One new product/training course in L2 and L3
 2. Tutorial for students

Task 1
 Creation of new products/training course
 1. Creation of study programme
 2. Pricing of study programme
 3. Program targeting

Task 2
 Preparation of a marketing communication
 1. Website information
 2. Offline/online marketing
 3. Introducing new innovative products

Outputs:
 1. One new product/training course in L2 and L3
 2. Tutorial for students
 3. Conference
 4. Webinar

Task 1
 Analysis of croatian market and customers
 1. Factors, opportunities and limits
 2. Potential customers

Task 2
 Training of new products for teachers
 1. Creation of guidelines for teachers
 2. Training and practicing

Output:
 1. Teacher's manual

Task 1
 Analysis of latvian market and customers market and customers
 1. Factors, opportunities and limits
 2. Potential customers

Outputs:
 1. One new product/training course in L2 and L3
 2. Trained pilot customers in new products/training courses

Task 2
 Pilot of new product for final customers
 1. Workbook/study materials
 2. Application concept of LEARN&LEAD for teaching

Task 1
 Analysis of polish market and customers
 1. Factors, opportunities and limits
 2. Potential customers

Outputs:
 1. One new product/training course in L2 and L3
 2. Tutorial for students

Task 2
 Pilot of new product for final customers
 1. Workbook/study materials
 2. Application concept of LEARN&LEAD for teaching

