

# Sara Jones - Business Opportunities

What are the biggest opportunities you see right now that female entrepreneurs could be working on, and why do you think these areas are ripe for innovation?"

It's been a year full of lots of challenges and changes for many in a really unsettled economy, but even so there are always opportunities.

Lots of companies are becoming more carbon conscious and more environmentally aware so there are big opportunities for training in these sectors helping companies and their staff to become more sustainable and compliant in an ever changing work environment.

Leveraging AI is a big opportunity at the moment for content creation, video production and marketing. The world is changing so fast and content creation has never been easier using software such as Chat GPT and DALLE.

Building a community is another big opportunity, follow your passion and create a community of like minded subscribers. Survey your community regularly and ask how you can help them, then based on their feedback you can bring out products that they'd like to see. We do this each month with our new course releases and it works really well. Listen to your community and customers, provide as much value as possible and where possible set up a subscription service.

Other big tech opportunities are setting up a company leveraging the blockchain as this technology is definitely the future.