

Here's a project brief template for a **New Application Identification** project. This template is designed for project providers to create their **own custom project briefs** without having to start from scratch. It provides a structured format to clearly define the project, making it easier to attract the right participants and **set the project up for success**.

You need a **New Application Identification** when:

- Expanding markets – Apply products to new industries or regions.
- Repurposing tech – Find new use cases for existing solutions.
- Diversifying revenue – Reduce reliance on a single market.
- Extending lifecycle – Keep products relevant with new applications.
- Gaining advantage – Identify untapped opportunities first.

## Project Brief Template: Feature Prioritization

### Project Title:

New Application Identification for AI-powered Mental Health Startup

### Excerpt: 250 characters max

Analyze and identify new applications for an existing product, technology, or service in adjacent industries or markets. This project provides hands-on experience in market research, competitive analysis, and strategic expansion planning.

### Focus:

New Application Identification ▾

### Company Type:

Startup ▾

### Tip Amount (if applicable):

\$XX – optional and ranges between \$50-\$250 USD.


Note: Higher tips typically result in more candidates.

### Estimated Hours:

8 hours

Note: Projects typically range between 5 to 20 hours.

**Industry:**

Aerospace & Defense 

**Headquarters Location:**

City, Country

**Preferred Language:**

English, Spanish, French, etc.

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## Background

Provide context about the company and why this project is important. Explain the business challenge or opportunity the new application identification process is meant to address. Mention any relevant company goals, such as expanding into new markets, repurposing existing technology, or identifying new customer segments.

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## Scope of Work

The project involves researching and identifying new applications for an existing product, service, or technology to maximize market potential and drive strategic expansion.

Key deliverables include:

- Conduct research on adjacent industries and market trends.
- Identify potential new applications and customer segments.
- Analyze competitors and existing alternatives in new markets.
- Assess feasibility, risks, and potential impact of market expansion.
- Provide strategic recommendations for deploying the product/service in a new market.

Deliverables may also include:

- A market expansion report detailing new application opportunities.
- A competitive landscape analysis of new target markets.

- A go-to-market roadmap outlining key milestones and strategies.
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## Who Should Apply

This project is ideal for:

- MBA students, recent graduates, or professionals interested in market expansion, business strategy, and product innovation.
  - Individuals who are strategic thinkers, analytical, and skilled in market research.
  - Those who enjoy solving real-world business challenges by identifying and validating new growth opportunities.
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## Recognition

At the completion of the project, the successful candidate will receive:

- **Written Feedback** – A detailed assessment of performance and final work product.
- **Testimonial** – A professional recommendation on LinkedIn or a company website.
- **Professional Endorsement** – A recognition of skills and contributions to the project.