

Contents of Presentation in Preparation for Entry into a New Niche of Advanced Services

1. Introduction

Overview of the latest trends in the field, in light of recent technological changes. Specific emphasis on the development of advanced services in the new niche.

2. Case Studies

Four different services in the chosen niche were reviewed, and each one was presented through case studies of various companies around the world. The presentation included 10 case studies of 7 different companies, from 3 continents. Each case study included the following elements:

- Background – company ID
- The service – service offered and customer interface
- Business model
 - Investment
 - Collection policy
 - Target market
 - Distribution channels
 - Marketing
- Success rate and financial results
- Plans for the future