**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

**Introduction**

Case studies are part of the training materials and will be uploaded to the OER Platform. Each partner develops 2 case studies related to his module. You can elaborate any case study or best practice mentioned in your training module or develop an extra case study that is not mentioned yet.

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| **Author of the case study:** |  *HÉTFA Research Institute* |
| **Name of the module to which the case study is assigned:**  |  *Module 4: Business models for MSMEs in the post-COVID era* |
| **Title of the case study:** | *One-pager for the example company, HealthInnoDietSport (HIDS) – supporting the business model creation by additional techniques and tools in the RESTART Training Module 4.* |
| **Description of the case study:** | *HealthInnoDietSport (HIDS) - Your Health Monitoring Solution for Sports**Overview:**HealthInnoDietSport (HIDS) is a cutting-edge start-up that offers an innovative health monitoring solution for sports enthusiasts. Our product combines a technical device with a mobile app to provide real-time data and personalized insights on health indicators and dietary intake.**Product:**Our wearable device tracks essential health indicators like heart rate, calories burned, and distance traveled. The device connects seamlessly to our mobile app, which records the data and offers personalized insights and recommendations to customers. This provides sports enthusiasts with an all-in-one solution for health monitoring and tracking progress.**Market:**HIDS targets sports enthusiasts who want to take control of their health and fitness. Our product is ideal for runners, cyclists, and other fitness enthusiasts who want to monitor their health indicators while sporting and connect those results to their dietary intake. By offering personalized insights and recommendations, HIDS offers a unique value proposition that stands out in the market.**Competitive Advantage:**HIDS offers several competitive advantages, including:**Personalized insights: Our mobile app offers personalized insights and recommendations based on each customer's data, helping them make more informed decisions about their health and fitness.**Seamless integration: Our wearable device and mobile app work seamlessly together, providing customers with real-time data and insights.**Holistic approach: By connecting health monitoring with dietary intake, our product offers customers a more holistic view of their health and fitness.**Team:**Our team consists of experienced professionals with backgrounds in healthcare, technology, and entrepreneurship. We are passionate about using technology to improve people's lives and are committed to delivering a high-quality product that meets our customers' needs.**Contact:* *To learn more about HIDS and our product, please visit our website www.hids.org or contact us at info@hids.org or call us at +44 11111111111.* |
| **Link for further information:** |  |
| **Target group of the case study:** |  [x] Micro, Small & Medium Enterprises (MSMEs)[x] Employees of MSMEs [x] The EU VET ecosystem[x] Business support organizations |
| **ESCO competencies and skills**  |
| [please highlight the competencies and skills that are aligned with the definitions of the ESCO and are developed the case study] * Transversal skills and competences
* Social and emotional skills
* Critical thinking
* Analytical thinking
* Problem-solving
* Self-management
* Business management
* Adaptability
* Resilience
* Creativity
* Networking
* Initiative
* Flexibility
* Openness
* Understanding complexity
* Cooperation
* Empathy
* Innovation
* Leadership

  * Skills
* Technological skills
* Product marketing
* Digital marketing
* Digital skills
* Communication
* Cooperation
* Emotional intelligence

  * Knowledge
* Business management
* Online learning and training
* Advertising
* Cloud computing
* Big data
* E-commerce
* Artificial intelligence
* IoT
* Digital literacy
* Cybersecurity
* Data mining and analysis
* Sustainability
* Well-being
* Climate change
* Social media management

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