

# Fearless

## TOP NICHE MARKETS TO START YOUR BUSINESS

- 1. Meditation and mindfulness training:** increased corporate spending on programs to improve employee focus has helped boost an industry that research firm IBISWorld values at \$1.1 billion in the U.S. App-based training is bringing the practice to an even broader audience.
- 2. Ready-to-Drink coffee and tea:** Consumers are ditching mixes and concentrates in favor of on-the-go coffee and tea, largely driven by health innovations. From 2013 to 2015, U.S. sales of these drinks nearly tripled, landing at \$143 million, according to the nonprofit Specialty Food Association.
- 3. Mobility Tech:** The industry offers startups potential partnerships with and acquisition by large tech companies and automakers working on autonomous vehicles. Ford for example, invested \$1 billion in Pittsburgh-based Argo AL in its effort to develop a self-driving car by 2021.
- 4. Pet Care:** Tech innovations are making over this industry, which is valued at \$60 billion in the U.S. Revenue for pet grooming and boarding alone was nearly \$8 billion in the U.S. in 2016, according to IBISWorld, which projects it to grow 7 percent annually through 2021.
- 5. Construction Management:** Global funding for hardware and software to streamline building projects, or to sell and rent construction equipment, rose to \$254 million in 2015 from \$51 million in 2010, according to researcher CB insights and analysts say it's still an emerging industry.

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**6. Synthetic Biology:** Health and environmental concerns have driven interest in genetically engineered medicines, foods, and fuel. It's a costly and technical field, but payoffs can be huge.

**7. Computer Vision:** Advancements in artificial intelligence have produced companies working to interpret and act on visual data. The technology, which attracted \$522 million and 69 deals in 2016 can be applied to child development, social media networks, and web analytics.

**8. Brick-and-mortar Retail Technology:** Startups are helping modernize in-store operations to compete with ecommerce.