ISM 80C: Homework #2

Due Tuesday, 21 April 2009: Finish reading Chapters 1-3 of Startup, and come prepared to discuss them in class:

1. **Go Corporation (1-2 hours):** For each chapter, extract and write down 3 key lessons you learned from your reading. Support these lessons with evidence. Each key lesson must be supported with evidence from the reading. To the extent possible, attempt to relate these lessons to your own “start-up”.

Due Thursday, 23 April 2009: Use the structured problem solving approach for each problem—i.e., define the problem; create a plan for solving the problem (what assumptions need to be made, what information is needed, what analyses must be performed); and be sure to draw conclusions at the end of each problem.

2. **Product Conceptual Design (1.5 -2 hours):** Develop 1-2 feasible concepts for one of the following products:
   - A combination washer-dryer.
   - A new cell phone which augments conventional cell-phone functionality with new functions (e.g., internet access) that are based on customer needs.

   (Since versions of these products already exist on the market, you first may want to dissect an existing version of each product using a FAST diagram.)

3. **Market and Competitive Analysis for digital cameras (1.5 -2 hours):** Read the entire problem statement before you start work on the solution. Perform a market and competitive analysis for digital cameras:
   - What is the size (revenue in dollars) of the digital camera market?
   - Who are the key players in this space, and what is the market share (%) of each of these players?
   - Describe the business landscape for digital cameras using Porter’s five (six) forces framework.
   - Portray the competitive strategy of the (competing) firms using the grid of “strategic target” and “source of competitive advantage”.

4. **(extra-credit) Product Dissection practice:**
   - Dissect Microsoft Word.
   - Dissect any “item” of interest to you which is outside the subject matter of this course, e.g., an organization, the human-body, a game.