**ISM 80C: Starting a New Technology Company (SNTC)**

**Project Kick-off and Homework #1**

**Project Kickoff**
(Preliminary Project Report due Tuesday 5 April 2011)

**Instructions for Project Kickoff:**

1. Set up a 2-hour meeting with members of your group. At this meeting, first set up a day/time for a “face-to-face” meeting once a week. Then move on to the next steps.
2. Conduct a structured brainstorming session to generate 20-25 potential high-level customer/market/societal needs. Identify 2-3 needs for further investigation.
3. For each need from Step 2, conduct a structured brainstorming session to generate 20-25 potential product/service ideas to fulfill these needs. Then identify a short list of the **five to seven** most promising ideas for further exploration.
4. Submit a 2-3 page preliminary project proposal with a prioritized list of the 5-7 ideas for further exploration. Briefly **explain and justify** each idea. Also, provide, in the form of an **Appendix**, a summary of your brainstorming session, documenting the larger set of needs and ideas that were generated.
5. **Team-building:** Plan a team-building activity over the next 7-10 days, the purpose of which is for the team members to get to know each other better in the context of working as a team. This activity might be playing a game or performing some task that requires communication and cooperation. You may want to use brainstorming to generate a list of potential activities.

**Homework #1: Due Thursday, 7 April 2011**

**Instructions for Homework # 1:**

- You are allowed to discuss homework problems with members of your project group.
  However, your problem solutions must be **distinctly your own work**, and not a copy of any other student’s work.
- Use a structured problem solving approach (see class handout).
- Draw conclusions at the end of each problem.

**Problems:**

Please read and follow the above instructions before doing the problems.

1. **Structured Problem-Solving:** Use the structured problem solving approach to solve the following problem: “Improve the home computer”.
2. **Product Dissection:** Use the Function Analysis System Technique (FAST) to dissect the following products, and, in each case, draw the appropriate FAST diagram:
   - A screwdriver
   - A bicycle
   - Laptop
   - Microsoft Word
3. **Jerry Kaplan, “Start-up”**: Rapidly skim through this book. In particular, review the author’s note and the “Chronology of Events” (Pages 301-2) at the end of the book. Briefly explain the customer needs and the resulting product idea that launched the GO Corporation.