Project Phase II: Product Conceptual Design and Preliminary Product, Market, and Business Strategy
(Due Thursday, 28 April 2011)

Reading: Jerry Kaplan, Startup, Chapters 4-6

Project Tasks:
1. Create a project binder with properly separated sections or slots for each Phase.
2. Place the Preliminary Project Proposal, and Phase I reports in the binder.
3. Develop 1-2 feasible conceptual designs for your product or service using the process developed in class. (Note: you have already performed some of the steps in the conceptual design process in Phase I. Revisit and refine your design concepts from Phase I, including the dissection of existing products related to your product idea).
4. Create a Vision and Mission statement for your company.
5. What are the business goals of your start-up? (Provide the appropriate “rationale” and “evidence” to support your goals.)
6. Develop preliminary product, market, and business strategies for your start-up as follows:
   • Develop a preliminary product strategy in order to develop your concept into an actual product or service for your customer, i.e., address issues such as resources, timing, etc.
   • Develop a plan for obtaining the relevant market segmentation/market size information, and then implement this plan to obtain the necessary market information, etc.
   • Map the business landscape you plan to operate in using the Five Forces model, and then define your competitive strategy in this space. Provide the appropriate rationale and evidence to support your results.
7. Meet with and obtain feedback on your work from the instructor (Tue 3-6 pm; E2, Room 561), or the tutor, Danny Core (Wed 3-6 pm; Baskin Engr., Room 358), or both.
8. Create a Phase II project report with the following components:
   • (A meaningful) Executive Summary (2-3 paragraphs), which summarizes work done in this phase, including concrete findings and results
   • Conceptual Design for your product or service (see item 3 above)
   • Mission, Vision, and Business Goals (see items 4 and 5 above)
   • Preliminary Product Strategy, Preliminary Market Strategy (including citations of your sources of information), Preliminary Business Strategy (item 6 above)
   • Updated Project Plan for the next few weeks
   • A table detailing the contributions of each team member
   • Appendices (containing details, supporting evidence, with proper citations)
9. Checklist: Be sure to turn in all of the items below (in-class) on Thursday, 28 April, 2011:
   • [ ] Project Binder, containing separate sections for all the items below
   • [ ] Name of Startup, Group #, and full names of all team members
   • [ ] Preliminary Proposal
   • [ ] Phase I report
   • [ ] Phase II report (new: see item 8 above for details)