

Developing New Products for Market Success
Eng 185d/285d
Winter 08
Faculty: Mark Ozur

Group _____
Members _____ (attach each members picture with name and “title”)

Project Document:

1. Describe the product
2. Describe why it is a great idea
3. Describe the steps and learning (initial idea, customer survey, reformed idea)
4. Present initial specs, engineering, final specs
5. Give timeline (Gantt chart)
6. Present cost and present value analysis of product
7. Discuss intellectual property and protection
8. Conclusion

Project Presentation:

1. Describe the product (2 minute) (Marketing)
2. Describe why it is a great idea (2 minute) (Marketing)
3. Describe the steps and learning (initial idea, customer survey, reformed idea) (3 minutes) (Marketing)
4. Present initial specs, engineering, final specs (5 minutes) (Engineering)
5. Give timeline (Gantt chart) (3 minutes) (Engineering)
6. Present cost and present value analysis of product (5 minutes) (Manufacturing/Marketing)

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7. Discuss intellectual property and protection (2 minute) (Marketing)
8. Conclusion (2 minutes) (All)
9. Questions (2 minutes) (All)