



Our board is calling you: ideas are welcome!

As you know, our company is getting bigger and bigger and acquiring new start-ups. For these reasons, we would like to invite each NPD unit or team to our context:

Lets' start!

For this competition you should present your ideas about the product on which you are working on, according to some easy and simple guidelines.

First, you should prepare a poster presentation following the main indication in the power point presentation attached. In the space given by each box, you should provide:

- A main description of your team and of the product that you aim to develop, by providing some economic and financial data
- Number and figures about the business and technological intelligence: which gap your product will close? Which is the target market identified?
- How the TRIZ will work to solve the contradictions existing in the product and the new solutions
- How the product will be commercialized in terms of marketing mix

Then, you should prepare a short pitch of maximum 2 minutes.

During this video try to describe as best as possible your product, its advantages for a potential buyer. Just as an example, see

<https://www.youtube.com/watch?v=OT6-yd3pjZc..>

Obviously, this is not a mandatory assignment for you, but in case of a good job you will win an extra budget till to 3 points.

Context finish date: 13/01/2019
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