

ESE4009 Introduction

EMBT Lambton College

Welcome!

The EMBT capstone class is *fun*, and an opportunity to build your *portfolio*!

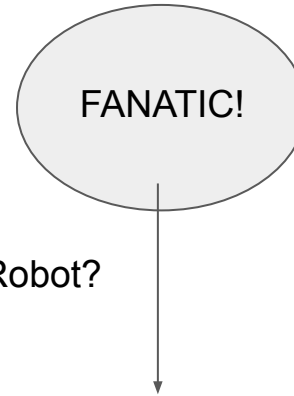
Please take full advantage of this opportunity to hone skills, apply project management techniques, and challenge yourselves to create a *compelling* project

Let's imagine that we're in a start-up...

How does a start-up market a product?

1) how do you decide on a product to create?

- looking for “**pain points**” in our everyday life where technology could provide a **solution**
- looking for entertainment; something people dream about, something people are **passionate** about



Q: would Apple build a Pokemon Robot?

2) what is the right market size?

a market niche is necessarily a small market!

a large market is difficult for a start-up to support (customer support and manufacturing)

3) what will success in a market niche mean for your *brand*?

does your brand become *desirable*?

LAB:

- form your group
- brainstorm along these lines!