



CAMPUS
DE EXCELENCIA
INTERNACIONAL

SHORT WRITTEN CASE

Project Loon – Critical Watch Factors

Introduction

Loon is a research project belonging to the company Google. This project is focus on extend connectivity around the world through a system of helium balloons and ultralight aircrafts, which use solar energy to work.

“Since launching this balloon in New Zealand in 2013 we’ve flown millions of test kilometers around the world trying to learn what it will take to provide connectivity to everyone, anywhere, with balloons”.



Figure 1: Image of a helium balloon. Source: X (formerly Google X)

More details in <https://www.solveforx.com/loon/>

Specific objectives

As you know, when disruptive technologies appear, the identification of useful Critical Watch Factors is not easy. In this sense, during this short written case, you must try to define the Critical Watch Factors of the Project Loon in order to know first-hand how difficult it can be.