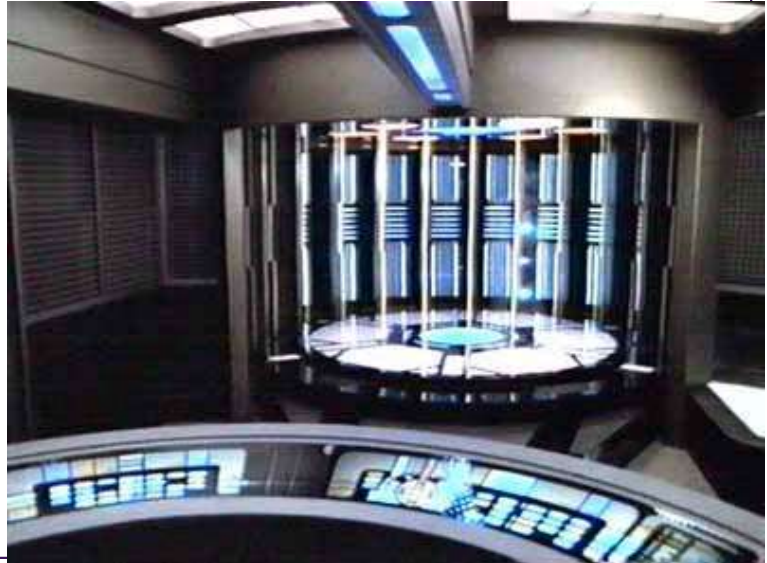# Teleportation: Amazon Memo

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## Teleportation: Definition

- Teleportation is the theoretical transfer of <u>matter</u> or <u>energy</u> from one point to another without traversing the physical space between them. Teleportation, or the ability to transport a person or object instantly from one place to another, is a technology that could change the course of civilization and alter the destiny of nations[1]. It is a common subject in <u>science fiction</u> <u>literature</u>, film, <u>video games</u>, and television.

- Since 1993, energy and particle teleportation has become a hot topic in <u>quantum mechanics</u>.

<u>https://en.wikipedia.org/wiki/Teleportation</u>    Dr Guschin - 2014

# Teleportation on Television



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# Teleportation in Movies



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# Teleportation Technology has been Developed by NEU COE!

- Amazon licensed it to commercialize this innovation and instantly transfer people from one place to another.
- You are the Product Manager, leading this effort
- You are to present your plan to Jeff Bezos. You need to write a memo that he will read at the meeting.

# Technology Assumptions:

1. Only biological objects can be teleported at this time, no luggage, laptop bag, phone, watch, etc.
2. This is a pilot installation, so we will have only one teleportation machine at each station
3. Only one person (or animal) can be teleported at a time
4. No clothes during teleportation

# Memo Content:

1. Press release
2. FAQs
3. Appendix (your assumptions and justifications)

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# Product-Specific Info to Include in Press Release (but not limited):

- What two cities will be connected first
- Teleport terminal location in those cities
- Ticket price

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# Info to include in FAQs (but not limited)

- **What is teleporting?**
- **Is it safe for people?**
- **How I am going to get my clothes at a destination?**
- **What about my luggage, laptop bag, phone, watch, etc?**
- **Can my dog/cat be teleported? What is the price?**

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# Info to Include in Appendix (but not limited)

1. **Who are our initial customers?**
2. **Why those two cities will be connected first?**
3. **Why those specific teleport terminal locations in those cities?**
4. **How did we arrive at this ticket pricing?**
5. **How we will handle transfer of customer belongings and how much it will cost us?**
6. **What is our 12-months roadmap, broken by Q?**
7. **What key metrics do we care about?**
8. **What are our operational needs for the next 12 months?**
9. **What are the main risks and how we will address them?**

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