**HW Week 9-Ind: Case: OPOWER**

Name:

This case is part of the course pack on HBSP, see a link in syllabus. Write detailed answers, starting with a brief summary what this case is about. 2 pages max.

# **Case: Product Development at OPOWER**

Assignment questions:

## Should they accept the ABC Power REF? Defend your answer.

## What customer needs does OPOWER address?

## What is the product that addressed those needs?

## Who are the target customers and why? Competitors?

## What was their approach to product management in early days and how did it change with time?

## What is the product management process and metrics now?

## Describe the Token System. What are the pros and cons?

1. Three most important things you learned from this case?