

My First Product - IHE 7980 Group 2 (SHARK ATTACK)

PROBLEM -Parents want board games to be educational. -Games do not incorporate modern technology (i.e. Smartphone) -No board games today teach players about new technological landscape of the business world. -Strategic board games generally have too many pieces and rules to keep track of and learn before playing competitively.	SOLUTION -Game can be played using app which reduces game pieces/clutter and eliminates cheating. -Our game will utilize an app on a smartphone to attract younger generations. -Our game will be about technology, similar to Shark Tank, which appeals to young generations. -Our game will be educational which appeals to parents.	UNIQUE VALUE PROPOSITION -A competitive game for all ages that educates players in technology and famous technology entrepreneurs. -Easy to learn for young players -Can also be played with great technique which leaves players room to grow and replay.	UNFAIR ADVANTAGE -Patent Game Board Electronics. - Formed relationships with famous entrepreneurs.	CUSTOMER SEGMENTS Kids (8+) interested in Technology Adults interested in famous entrepreneurs or technology. Parents who want their kids to play educational game. Millennials who like Shark Tank
EXISTING ALTERNATIVES -None that incorporate all unique elements. -Play older board games that simulate economy (Monopoly) -Play technological video games but lacks face to face interaction.	KEY METRICS -Revenue -Total Sales -Monthly Popularity -Profit Margin -Customer Acquisition Cost -Customer Satisfaction		CHANNELS -Retail sales -Online Advertising -Organizing free events and competitions.	EARLY ADOPTERS -Younger generations interested in TV shows like Shark Tank. -Parents who want games to have beneficial impact on kids. -Game Night Adults looking for challenging modern games to play with friends.
COST STRUCTURE Fixed- Salaries, Property Rent, Original Investment, Variable- Production, Utilities, Materials, Advertising.			REVENUE STREAMS Parents who buy the game Schools that buy the game for students. Board Game and Card Stores	