

07 - Extrapolation Paper - Team Assignment

Regarding this written assignment: Ideas can come from anywhere, but lots of innovative product, service, and business ideas result from considering how something new will play out over the years ahead.

One trigger of an explosion of new ideas is a fundamental change in the status quo. Consider, for example, how unprecedented acts of terrorism can drive the creation and adoption of new security technologies. If it ever happens that the cost of municipal water in Boston goes from \$0.007/gallon to \$0.70/gallon, it seems certain that considerable attention (and so innovative thinking) would be applied to the “reduce/reuse/recycle” technologies for big-city water. Things that wouldn’t make as much sense at a penny a gallon get a lot more attractive when the price goes up 50x+.

And, by the way, a great new business idea might center around an “enabling solution,” that is, a necessary component to making the “big” thing work. For example, innovative heat-sinks were needed to help large, high-speed, power hungry semiconductors. There were new software design tools for heat dissipation modeling, there were new design firms that specialized in air flow analysis, and there was a lot of innovation around water-cooling. And don’t forget that traffic signals, tow trucks, air bags, and car washes are all part of the “automobile” industry.

The assignment is for you to ‘invent’ a business idea that takes advantage of this kind of change. The topics from which you may draw include:

- Growing water scarcity and/or clean water cost, and
- iBeacon

This is NOT an easy assignment, and if you toss it together late Thursday night, it’ll probably look like that’s what you did. The goal is to find and develop a plausible business around a rapid rise in the cost of water or an exciting opportunity driven by the wide-spread availability of iBeacon: something iBeacon makes possible or maybe something that the use of iBeacon makes important, valuable, or necessary.

Be specific in describing the opportunity you choose, and tell me how what you’ve imagined could work as not just a ‘technology,’ but AS A BUSINESS: Who will benefit most, What is the product or service, what is the nature of the value it will create, what are the future growth/expansion opportunities with the business. Insight, clarity, detail! Good hunting.

I’ll be grading your papers on the following to reach a maximum of 100 points:

- **70 pts.** You ‘got’ the point of the assignment – imagined and described a viable business opportunity created by the availability of (or necessitated by the problems created by!) a dramatic shift in water pricing or introduction of iBeacon technology. Maybe it’s a product (a ‘thing’) or maybe it’s a service or maybe some combination. Everything is fair game.
- **30 pts.** You demonstrated extrapolative thinking. There are, for example, already ‘credit card replacement’ services built on iBeacon. This exercise encourages you to ‘go beyond’ what’s there and consider what might be next... Notice that the proliferation of compact fluorescent bulbs is creating a higher business need for mercury recycling, and that the football industry has created the need for high-tech impact-monitoring helmets. Free your mind...

Submission: **Note that this is due the WEDNESDAY before our next class.**

You submit your Innovator paper using the SUBMIT button at the bottom of the assignment description.

BE SURE TO NAME WHATEVER YOU UPLOAD IN THE FORM:

<Assignment#><team#>

That is, for this assignment, my submission would be “07Team5”

If you do not use this naming convention, I may have trouble finding it.