#### **Team 7**

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#### **Instructions**

The purpose of this exercise is to assess your team's idea in relation to the key attributes of great ideas that we have discussed in class 1. As we discussed, ideas that have been proven to be great tend to possess one or more of these attributes. The objective is for you to challenge yourselves to understand your idea in relation to those attributes and to develop the idea so as to include as many of those attributes as possible.

Instructions:

1. Concisely describe your idea. Be sure to answer the following questions:

Team 7’s innovative business idea is a UVC-light car sanitizer that eliminates the need for constant wiping of surfaces. It can be used in family automobiles and shared-vehicles by simply turning the light on and leaving the car for the duration of the cleaning session. Our perfect customer is anyone that drives or uses a car, especially if it is shared! The market is extensive, as this product can be sold to families, individuals who work for rideshare services, and more. The market is also extensive because the product may be adapted to fit most vehicle sizes. Our most powerful selling propositions include that this product reduces waste and the use of chemical cleaners and disposable wipes, which are currently scarce. Additionally, this product efficiently kills bacteria and cleans frequently touched surfaces, effectively preventing the spread of COVID-19 and other communicable diseases. The biggest threat to success is pre-existing competition, as some UV wands are already available for purchase. However, we hope that the innovative use, price, and ease of use of this product will appeal to consumers. Unlike UV wands, you can install the device, set a timer, and contactlessly turn the light on. Other concerns are making sure that it is safe and effective and that customers believe it is safe and effective.

1. For each of the following attributes of great ideas, describe the nature and extent to which your idea relates to the attribute
   * Defy Conventional Wisdom
     + Our idea defies conventional wisdom, as UV sanitation is a novel technique that is becoming increasingly more widespread. However, it continues to be researched and has yet to be introduced as a way to sanitize the interior of vehicles.
     + This product could potentially defy the conventional wisdom of how to clean your car and the frequency with which you should clean your car.
   * Address a Uniqueness of Customer Demand
     + With the rise of COVID-19, there have been unprecedented levels of scarcity of certain cleaning supplies. This product would ameliorate the high demand and ensure individuals feel safe riding their cars or getting into an Uber or Lyft.
   * Have an Unexpected Use
     + This product uses UV lighting technology to safely disinfect surfaces. This type of sanitation has typically been used to clean small devices, like pencils, phones, and tablets. This product exhibits an unexpected use of UVC light sanitation technology as it aims to clean the seating, cupholders, controls/buttons, handles etc. inside of a vehicle, rather than just small handheld devices.
     + This product could go on to have more unexpected uses, perhaps in commercialized transportation (planes, buses) or public transportation.
   * Cross existing Boundaries
     + This product crosses existing boundaries for traditional cleaning products because it is reusable.
     + It crosses existing boundaries surrounding ways to sanitize the interior of your vehicle, as there is no current UVC LED focused on car cleaning.
   * Break Through Binding Constraints
     + While UV technology has been used to disinfect water, many individuals may not see it as a first line of defense to clean household items and surfaces. We hope to have families and ride-sharing apps (or their employees) adopt this technology for its ease of use, effectiveness in killing harmful bacteria, and reduction in waste.
     + Recent breakthroughs in UVC technology sanitizing capabilities allow for a product like this to enter the market.
   * Leap to Perfection
     + We must ensure the device we develop has a wavelength that has the maximum cleaning capacity with lowest damage to humans possible if they are exposed, while making it easy/cheap to manufacture and simple to install/use for consumers.
     + We hope to continue to evolve the product and explore different realms in which the technology can apply, including public transportation.
   * Redefine the foundation underlying an Existing Product or Service
     + This product could potentially redefine the way we clean frequently used surfaces. Existing products to do this include disinfecting wipes and chemical cleaners that are used and thrown away. Using UV light to clean cars redefines the foundation underlying these chemical cleaners by providing a different option that could be more effective, reduce waste, and *potentially* save the customer money over time.
     + We plan on refining current use of UVC LEDs to make them appealing to people who own and use cars.