**Team Contract**

Class: MRKT636 - The Design And Development of High Technology

Name: Jay Joshi, Samuel Kralowetz, Sarthak Saharan

Team Name: Empathic Managers

Days to meet: Monday 10 pm & Thursday 7 pm

What is **expected for Spring 2023**:

I pledge to meet on Mondays at 10 pm to discuss preliminary tasks for Thursday meetings which I will be prepared for. I will take time out during weekdays & weekends (Tuesday, Wednesday, Friday, Saturday, and Sunday) to study the textbook material & outside research to contribute to the team's success to the best of my ability.

In case you **cannot attend** a meeting:

I pledge to inform my coworkers (teammates, partners, fellow managers) via text message & Whatsapp messages to update them if I cannot attend a meeting 24 hours before a meeting.

In case of an **emergency**:

I pledge to inform my coworkers (teammates, partners, fellow managers) via a phone call that I will not be able to attend the weekly meeting/class presentation.

In case a team member is **unresponsive**:

If I am unresponsive or lacking in contributions to the team's success, I will take full responsibility and allow my teammates to remove my name from future assignment contributions. I will take the penalty that comes with it and let my teammates email the professor, Ronald Elowitz, and ask for action.

| Week: | Assignment: | First Meeting: | Second Meeting: |
| --- | --- | --- | --- |
| 2/5 | ● Group Assignment: Capstone Project - High-Tech Product / Brand / Service / Experience Innovation Product Launch: Capstone Project Description Statement - Selection  ● Group Assignment: Industries, Brands, Industry Classifications & Product Category Morphology Mapping | 1/30 | 2/2 |
| 2/12 | ● Group Assignment: Pitching Your Capstone Project Concept Using the BMC | 2/6 | 2/9 |
| 2/19 | ● Group Assignment: Brand Association Networks & Personalities Diagrams | 2/13 | 2/16 |
| 3/5 | ● Group Assignment: Customer Journey Map  ● Group Assignment: Semester Mid-Point: Capstone Project Presentation Checklist / Current WIP | 2/20 | 2/23 |
| 3/12 | ● Group Assignment: Predictive Customer Personas (3) for Your Product Launch Concept | 2/27 | 3/2 |
| 3/26 | ● Group Assignment: Product Line, SWOT Analysis and Perception Mapping Tools  ● Group Assignment: Determining Customer Needs & Applying the Jobs to Be Done Framework | 3/6  3/13  3/20 | 3/9  3/16  3/23 |
| 4/16 | ● Group Assignment: Explaining Technology Visually: Capstone Project / NPD Concept Technical Ecosystem & Functionality Map/s | 3/27  4/3  4/10 | 3/30  4/6  4/13 |
| 4/23 | ● Group Assignment: Pricing Matrix and Rationale | 4/17 | 4/20 |
| 5/7 | ● Group Present Final Project Presentation (Video / Webex Presentation Date TBD w/student input) | 4/24  5/1 | 4/27  5/4 |

Signature: Samuel Kralowetz

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Signature: Sarthak Saharan



Signature: Jay Joshi

