

Technology Product Entrepreneurship Case Study

7/9/2020

Case Study Submission

ROLOCULE GAMES:NEGOTIATING THE MOBILE GAMING WAVE

Objective:

1. Go through the case study understanding the author's journey.
2. Understanding and justifying the case study through your team's point of view, that is, either B2C(Business to Customer) or B2B(Business to Business).

Notes:

- Individual Submissions. By tuesday justifying either B2C or B2B.
- Team submissions : Team A and Team B (TAs will communicate the teams)
 - Justify the case study through your assigned team perspective.
 - Team A : Justifying Business to Customer (B2C) point of view & Team B: Justifying Business to Business (B2B) point of view.
 - Prepare a presentation for class discussion with not more than 4 slides.
 - 1st slide: Summary of the case with key points from the case.
 - 2nd slide: Justification of B2C or B2B answering why it is important.

- 3rd slide: Justification for why not the other perspective that is, why not marketing or why not product development.
- 4th slide: The conclusion.

Try to keep the presentation short with the same number of slides with minimized and evaluated responses for each of the questions asked.