28/June/2013

Class 5 – Real-Win-Worth it Analysis – Part 2

Summer 2013

Accelerating Information Technology Innovation

84

1413

12

6

#Opportunities

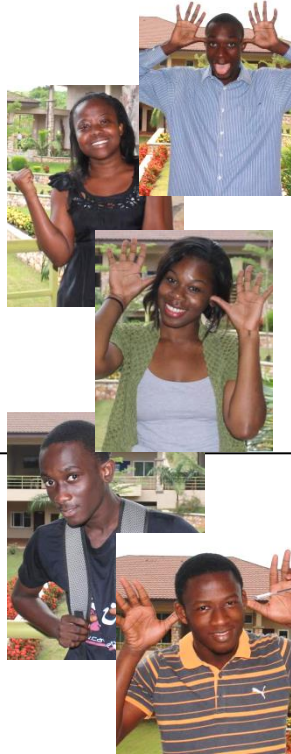by 23 students
& 4 instructors

Average 3 submissions per student

Top submitter was George Assan submission

Note two of George's submissions rank in the top 4!!!!

Also well done to Agatha who had the second most submissions

#Peer Evaluations

by 25 students and 4 instructors

Top evaluators were: Julateh, Selase, Obed, Ibrahim, & Profit

#Deep Dive

In Groups of 2

#Projects

Results of competition
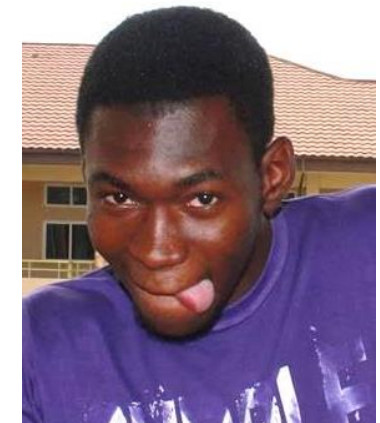
Average score = 5.5

Average Standard Deviation = 2.5

Top Score = 7.4 with standard deviation 1.4 over 16 votes

Lowest Score = 3.2

SolMo

Events advertiser

Phone recycle bins

Top Picks

Top Picks

Find Local Small Business and Tradesmen	7.4375
Phone recycle bins	7.1875
SolMo	6.9412
Events advertiser	6.7647
Mall at your doorstep	6.625
CleanMo	6.6
Campuz Tunez	6.5882
: Football update	6.5625
Database Izzy Accezz	6.5556
Id Cards	6.3889
Electri-Checker	6.3529
Baby Care	6.2941

Additional Picks by Josh

Native Prints
Ghana Art & Craft Portal
Advertising corner

Upcycle Model

Coupon Model?
I.e. ScoutMob, Coupon, LivingSocial

Additional Picks by Phillip

Football Statistics
Hair Dressing
Rate My ChopBar

<u>Native Prints</u>
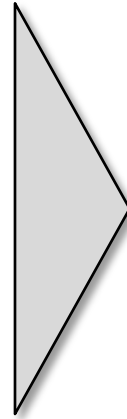
$250 on Etsy in
the USA

Native Prints

Advertising corner

ScoutMob

Coupon.com

ASHESI

Recycle Bin

Android Apps About 211 results

Recycle Bin
RYO SOFTWARE / **TOOLS**
★ ★ ★ ★ ★ (248)
[INSTALL]

This app implements a Recycle Bin (also know as Trash) for Android and works with most used third party file explorers. In order to send files to the recycle bin you ...

Dumpster - Recycle Bin
BALOOTA / **PRODUCTIVITY**
★ ★ ★ ★ ★ (4,519)
[INSTALL]

RECYCLE BIN for Android! Recover deleted pictures with a single tap!!! Dumpster is the first-ever recycle bin for your Android smartphone and tablet device! <b>Just li...

Android Recycle Bin
HEXAMOB / **TOOLS**
★ ★ ★ ★ ★ (615)
[INSTALL]

Download Android Recycle Bin. Protect your data before they are deleted. This Recycle Bin for Android is your best choice for managing your erased data in your smartph...

Recycle Bin - Restore Apps
IDAN K / **PRODUCTIVITY**
★ ★ ★ ★ ★ (664)
[INSTALL]

The Recycle Bin App - The Top Free App that lets you restore your deleted apps. o Restore deleted apps. o No user intervention necessary o Simple user interface o No ...

App Recycle Bin Lite
ANDROID.TOLOAD.NET / **TOOLS**
★ ★ ★ ★ ★ (347)
[INSTALL]

App Recycle Bin is the best tools to help you manage Android App. It auto track the APP install/uninstall activities as well as auto backup multi version application...

Android Recycle Bin PRO
HEXAMOB / **TOOLS**
★ ★ ★ ★ ★ (19)
[€1.40 BUY]

Download Android Recycle Bin PRO. Protect your data before they are deleted. Android Recycle Bin PRO is your best choice for managing your erased data in your smartpho...

OVERVIEW · USER REVIEWS · WHAT'S NEW · PERMISSIONS

Description

Dumpster is the first-ever recycle bin for your Android smartphone and tablet device!
Just like the Recycle Bin on your desktop computer
Dumpster ⇒⇒ The freedom to make mistakes ▢

Dumpster gives you the ability to change your mind in case you accidentally delete the wrong file. No need to backup your data. No need to root your device. Internet connection absolutely not required!

★★★★★ Amazing Amazing Amazing!
I recovered all of my old pictures of my babies! I cried. Amazing app! :)

MORE

Visit Developer's Website ›   Email Developer ›   Privacy Policy ›

App Screenshots
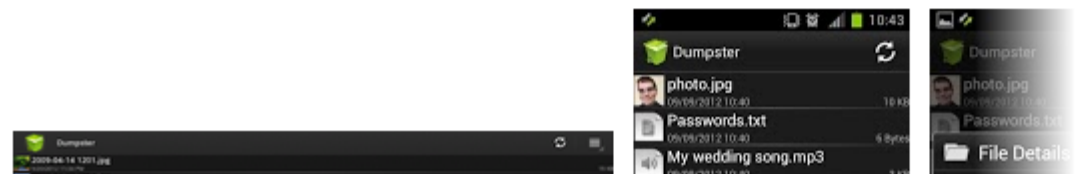
8+ +1   3.4k

🐦 Tweet

ABOUT THIS APP
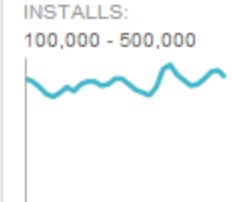
RATING:
★★★★⯨
(4,519)

UPDATED:
June 24, 2013

CURRENT VERSION:
0.993

REQUIRES ANDROID:
2.2 and up

CATEGORY:
Productivity

INSTALLS:
100,000 - 500,000

9

Real-Win-Worth It

- **Is the opportunity real?**
  - Is there a real market that we can serve with the product?
  - Consider the market size, potential pricing, and availability of technology.

- **Can we win with this opportunity?**
  - Can we deliver the product in the required volume at the required cost?
  - Can we establish a sustainable competitive advantage?
  - Can we patent or brand the idea?

- **Are we more capable of executing it than competitors?**
  - Is the opportunity worth it financially?
  - Do we have access to the necessary resources (financial, developmental, supply chain)?
  - Will the investment be rewarded with appropriate returns?

References

Day, George S., "Is it Real? Can We Win? Is it Worth Doing?: Managing Risk and Reward in an Innovation Portfolio", *Harvard Business Review*, December 2007.

Ulrich and Eppinger, *Product Design and Development*, Chapter 3 – Opportunity Identification, 5th ed., McGraw-Hill, 2012.

Content of Slides

- **What is the opportunity/problem?**

- **What is the potential solution?**

- **Who is the customer?**

- **How many customers in Ghana or target market? How big is the market?**

- **What competing solutions exist?**

- **How difficult/expensive will it be to build/develop the solution?**

Example 1

Anti-Fog Goggles using active heating element

Idea	The Market

- **Need**: Goggles fog due to temperature differences inside and outside the goggles

- **Solution**: incorporating an *electronic film, or embedding micro heating wires* to silently heat the lens reducing condensation from forming

- Low-end with almost no anti-fog applications
- Price: $10-$50

- Goggles with advanced anti-fog applications
- Price: $100 - $200

- Expensive Goggles with imbedded electronics (GPS, video cam etc.)
- Price: $200 - $400

Example 1

Current Solutions Available

| Anti-Fog Goggle Solution/Spray | Turbo-fan Goggle |

- Price: $3 - $14
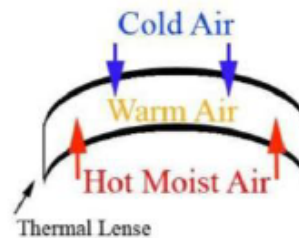- Drawbacks: Doesn't stay after cleaning, must carry around

- Price: $189.95 (incl. goggles)
- Feature: 50 hours/AAA battery
- Drawbacks: Noise, still need to recharge

| Built-in Ventilation/coating | Thermal lens |

- Price: $10 (incl. goggles)
- Drawbacks: not effective in preventing fog

Cold Air
Warm Air
Hot Moist Air
Thermal Lense

- Price: applied in high end goggles
- Drawbacks : not effective in preventing fog

Example 1

Real-Win-Worth-it

Is it Real?

- Real demand for fogging solution

- High-end, high-tech goggle market is projected to grow, but there are uncertainties

Can we Win?

- A lot of solutions out there

- No single solution is satisfactory

- Some considerations on technical feasibility (Effect of heat on eye comfort, Safety issues)

Is it Worth It?

- Development cost will be not extremely high

- Profitable when applied to high end products