



POINTS:

TEAM:

## FIRST QUESTION – COMPANY INTRODUCTION

### INTRODUCTION:

Your team is a company which is developing and manufacturing flashlights. The company is quite small, it has 25 employees. Your domicile is in Czech republic, where you have an engineering center, production factory and the stores. Your netto annual sales is 10 million Czech crowns.

1. Pick a name and a logo for your company
2. Write down the organization structure of your company

*You have approximately 15 minutes for this first task, then you need to pick 1 person from your team who will present your company, logo and the organization structure to the jury while the rest of you work on the next task.*



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## SECOND TASK – THE PRODUCT

### INTRODUCTION:

You decided to introduce a new product. You need to decide whether it is better to innovate your existing product or to develop a completely new one.

1. Which aspects of those 2 possibilities you need to evaluate?
2. Which option you prefer and why?
3. What people are key for success of this new product development?

*You have 15 minutes for the second task, then you need to pick 1 person from your team (cannot be the same person) who will present your answers to the jury while the rest of you work on the next task.*



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## THIRD TASK – THE FINANCING

### INTRODUCTION:

You decided to develop a new product. This process is very expensive and you need large investment. You have your own finance (600 000 CZK).

1. How you will distribute the finance between the phases of the development process?
2. Which additional way of financing of the project can you eventually use?

*You have 15 minutes for this task, then you need to pick 1 person from your team (cannot be the same person as in the previous rounds) who will present your idea to the jury while the rest of you work on the next task.*



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## FOURTH TASK – THE NEW DEVELOPMENT

### INTRODUCTION:

You have to make and research of the problem to identify your needs, constrains and possible obstacles during the new product development process.

1. Write the list of them (needs, constrains, blockers),
2. Write down at least 5 modifications which could be done on your current product.

*You have 15 minutes for this task, then you need to pick 1 person from your team (cannot be the same person) who will present your answers to the jury while the rest of you work on the next task.*



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## FIFTH QUESTION – THE SELECTION

### INTRODUCTION:

Your development team came with 5 possible solutions how the new product can look like or what can be modified. You can start with the production with only one of them. Describe:

- 1. How will you select the best solution?**
- 2. Explain why you chose just these one.**

***You have 15 minutes for this second task, then you need to pick 1 person from your team (cannot be the same person) who will present your answers to the jury while the rest of you work on the next task.***



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## SIXTH TASK – PROTOTYPING

### INTRODUCTION:

You finished the design of your best solution which you selected before. Now there is time to verify that it works. To check the functionality you decided to build 10 prototypes.

- 1. Which technologies of prototyping do you know?**
- 2. Which one of them will you choose and why?**

*You have 15 minutes for this task, then you need to pick 1 person from your team (cannot be the same person) who will present your answers to the jury while the rest of you work on the next task.*



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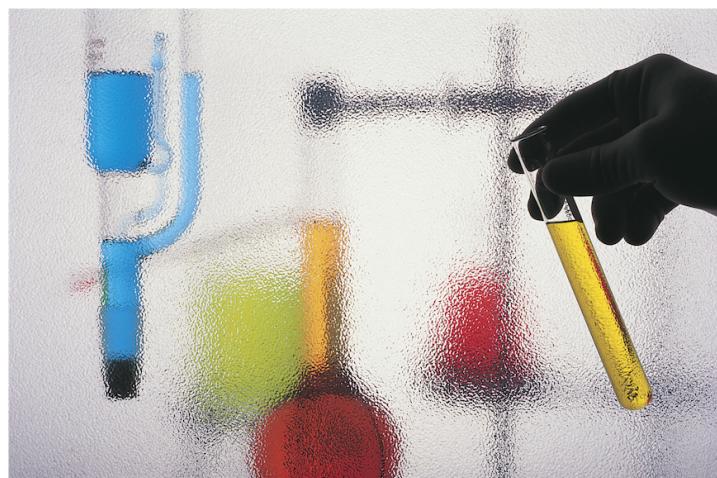
## SEVENT QUESTION – TESTING

### INTRODUCTION:

Your 10 pieces of prototypes are produced already, now there is time to test the product.

1. What do you think is necessary to test?
2. how would you like to do that?

*You have 15 minutes for this task, then you need to pick 1 person from your team (cannot be the same person) who will present your answers and also the product to the jury while the rest of you work on the next task.*



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## EIGHTH QUESTION – MARKETING

### INTRODUCTION:

You are almost ready for market launch. It's time to advertise your product to ensure that customers are attracted to your product:

- 1. How would you advertise your product?**
- 2. Which type of advertisement would you choose and why?**
- 3. Prepare a short advertisement of your product**

***You have 15 minutes for this task, then you need to pick 1 person from your team (cannot be the same person) who will present your answers to the jury.***



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## NINTH QUESTION - UNEXPECTED EVENTS

### INTRODUCTION:

Your company got order for 200 000 pieces of your new product. The production has started, but half of the production staff is not at work due to flu epidemic. You have realized that you will not be able to produce all the parts in time. Capacity of the production line is 5000 pieces/day. Fully production staff is 9 people/day (3 people in one shift).

1. Identify solutions how to solve/mitigate the problem,
2. Which solution do you prefer and why?

***You have 15 minutes for this task, then you need to pick 1 person from your team (cannot be the same person) who will present your answers to the jury while the rest of you work on the last task.***



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