The final set of IPD presentations to Copco will be on Tuesday, April 26th. All the ground rules from previous presentations will still apply for these year end presentations. The general content of your team’s final year end presentation should cover in depth the following topics:

1. In a minute or two, summarize to Copco management, the status of your team’s development at mid-semester. Clearly state the product category and specific product your team has chosen to develop.

2. Describe the work you have completed in detail. Describe the particular problem you identified and cite the research and other insights that led you to this problem. Tell the panel about the concepts you have developed and tested that led you to this solution.

3. Show your team’s concepts and describe how you chose the one you pursued. This should include your concept test results and any other information and factors that influenced your decision regarding the final concept your team chose to develop.

4. Present your final product design, working prototype/appearance model, engineering support information, and explain the logic and rationale for its design. How does it solve the problem you identified?

5. Present the marketing plan (distribution, advertising) you have developed for your new product. (This should not be the major emphasis of the presentation, one component of several).

Assignment
No. 15
Final Presentations and Deliverables

Project Description

Project Requirements

Due Date
Tuesday, April 26th, 2005
Presentations will be at Copco corporate headquarters beginning at 2:00pm
2240 West 75th Street
Woodridge, Illinois