

Final Project Mission Statement

Assume you now work within a company with a strong focus on selling and marketing products in rural India and other developing markets. Your target customers earn less than \$5/day, and are in need of better products and tools at a dramatically lower cost than is possible in the U.S. You have been assigned as part of a team to create low-cost innovative products with a real chance of success.

The constraints on your project are:

- The product is highly likely to require fewer than 10 custom components.
- The product is highly likely to be sold to the end consumer for less than \$20.
- The product could be sold through small shops or village representatives, who will give you feedback on your idea, and decide whether to buy your product at the end of the class.
- The product is a physical good and not software or a service.

Some existing products:



Biomass cookstove



Treadle water pump



Solar water heater



Hand-crank radio



Local textile knapsack



Solar lantern