

Final Project Mission Statement

Having left your company, with tons of experience, your goal is to create a start-up company that makes a product for US-based college students which is designed in a way that it will also improve people's lives in developing world areas. Your strategy is to use the profits from the college product to allow you drive down your selling price for the rural product.

The constraints on your project are:

- The product requires fewer than 10 custom components.
- The product is likely to be sold to the college market for less than \$60.
- The product or *a very similar version that shares manufacturing* can be sold in developing markets for \$20.
- The college product could be sold online or at a retail store near campus (EMS, The Bookstore, Urban Outfitters)
- The rural product can be sold at village retail or through direct marketing by village leaders
- The product is a physical good and not software or a service.

Some possible products:



LED lamp

Reusable bottle



Clean stowable seating