Phase	Date	Activity	Action Taken							
Ideation	04/06/2017	Team formation, brainstorm project ideas and	Proposed Ideas during brainstormed session							
		scheduled initial team meeting.								
			Google Pixel smartphone Self-driving cars							
			Wireless smartphone charging - chi charger							
			4. VR products							
			Decided to meet up for project ideas comparison.							
	04/09/2017	Team Initial Meeting via Google Hangout	Evaluated proposed ideas to ensure that they							
			met project requirements.							
		Attendees:								
		Charles Catalina	Team found that some ideas didn't either met the							
		Cody	project requirements or lack the potential for a							
		Agam	strong marketing plan							
		Start Time:	Team decided to continue to research for more							
		Otal Time.	project ideas including these new ones							
			Kuri Live Robot (vs. Amazon Echo vs.							
		End Time:	Google Home) - https://www.heykuri.com/							
		End time.	2. AirTV vs. Roku vs. Apple TV (vs. Traditional							
			Cable Company) - https://www.airtv.net/							
			3. Myo https://www.myo.com							
Product Decision	04/13/2017	Reviewed list of ideas each member contributed								
T TOUGHT DECISION	04/10/2017	The victor and or raced cards member contributed	Started Broject outline for better applying of the							
		Decided to move forward with Dexcom Mobile G5	product-Dexcom G5.							
		Picked two other ideas to present on 4/20								
		Discussion over mail about Dexcom G5.								
		Presented three ideas to class with emphasis on I	Dexcom G5							
		Realized during class that the draft marketing prop								
		Using Appendix B on pg 43 of Ch1 divided up sec	auris 2-0, see task assignment list for details							
		Posted DexCom 10-K to shared folder								
		Added rubric to market plan outline								
		Received midterm								
		Completely different direction needed for midterm								
Tasks for Midterm	05/04/2017	presentation; work already done for market plan will not work for presentation as well								
		Divided up tasks for mideterm presentation; Asma	not present, notified her via email							
		Virtual team meeting								
		Reviewed all material for upcoming midterm prese	entation							
		Some questions to be asked in class								
	05/11/2017	Presented Midterm presentation								
		Lots of feedback								
		Need more explanation of how the product work	ks. What is in the hody? What is exposed?							
		Lots of fluff in the first handful of slides. Remov								
		Differentiate between G4 and G5	duplicated, see row 42							
		Company overview should include facts such as								
			added comparison slide, but needs review							
		6. Show where the chasm is relative to now	added chasm slid							
		7. TAM/SAM numbers need review, some mismat	ching, some unclear							
		8. Remove current partners from rivals in 5 forces	removed partners from rivals in 5 forces							
		9. Clarify market goal								
		10. What are current channels?	distribution channels slide added							
		11. Company analysis is too high level								
		Need some details of how the company is de-	ning w.r.t G4 to G5							
		b. Why is the company losing money?	ong w.i.t 04 to 00							
		40 Maria de la Companya del Companya de la Companya del Companya de la Companya d								
		important detail info so you guys don't go over the time lime								
		time lime.	brining stop watch to presentation							
		13. Explain how the product work								
		a. Explain the difference between G4 & G5 in t	erms of features							
		b. Low end to high end show the product difference								
		14. Marketing Objectives								
		a. Too general need some details								
		 b. What are the sales/customer base difference 	e btw G4 and G5							
		c. Has the company passed the chasm?	1							
		d. Who are these 250k customers? Are they ea								
		e. How are you going to convince G4 customer								
		15. What's your marketing goal to increase your or								
		16. Given your current channels of marketing, who								
		17. Where does the company stand currently and								
		18. What policy changes you think could help incre								
		19. Discuss with your colleague about what would								
		20. You have lots of good info but you need to foc								
		Discussed feedback from Mid-Term presentation								
		Reviewed current project outline, and discussed of								
		To Do:	Reorganize sections to match rubric							
		Executive Summary	Will	1						
		Introduction	Charles	1						
		Company Analysis	Catalina	1						
		Market Def, Po, & Dem	Asma	1						
		Competitor Analysis	Cody	1						
		Customer Analysis	Cody	2						
		SWOT	Will	2						
		Marketing Objectives & Goals	Catalina	2						
		Marketing Strategy	Asma	2						
		Target Market & Positioning	Cody	3						
		Product and Brand Management	Charles	2						
		Pricing Management	Cody	4						
		Distribution Management	Catalina	3						
		Communications Management	Agam	1						
		Implementation & Control	Will	3						
		Conclusion	Agam	2						
		Next Steps	Agam	3						
		Need market growth data for G5 only	-							
		Conclusion - Agam								
		Next Steps - Agam								
		How to convert G4 users to G5 - Asma								
		HOW to convent G4 users to G5 - ASMB								
			1							
		Feedback	Action Taken							

sks for Final	5/25/2017	Directions given by the professor to work on preser	ntations for dress rehearsal and final															
		Met after class to lay out the format of the presenta																
		Cody and Charles were not present, they were sick	and could not attend the class, notified by e-mail															
		Decided to meet on Tue 5/30 to prepare for dress r	ehearsal, Catalina would not be able to join															
		Feedback from professor regarding midterm draft n	narketing plan.															
		Please use Word's Table of Contents function. It wi	Il Changed toc to include page numbers															
		Please make a separate document for the marketin	g Removed Appendix 2; Need to add log as separate	document														
		you can write all the facts and numbers that you are	reporting in Executive Summary under Company an	nalysis. Use executive	e summary to give us the major ob	jective of the marketi	ting plan. I am in ti	he 5th paragraph	and still reading financial number	s. (When was Tota	Revenue=\$171.3	M? 4th paragrapi	h of executive summary reads diffi	cult.)				
		Executive summary has to clearly communicate the	e critical elements of the ENTIRE marketing plan so	that it reads as a star	ind-alone document. The length of	the executive summa	ary is sufficient to	cover the critical in	nformation, but no more than two	pages long. Your e	executive summary	is not doing this.	What is the objective of this market	ting plan? elimin	ate ongoing loss?	Increase the rever	nues? Increase us	se of g5?
		But there is useful information that can be used und																
		But there is useful information that can be used und																
			that describes the difference and similarities between	n G4 and G5? I see y	you have it bundled in Figure 8 but	at the introduction of	f your marketing p	lan we may need	to know how different G5 is as it of	did not stop them lo	osing money.							
		I see the product overview on page 23. That should																
			eds a lot of work. Please follow one of the rubrics for															
			ot cut. Also is there a reason for the blank column?	Also remake the cha	arge where you write the description	ns on top and put a c	check or x for com	parison. Very diffi	cult to read ad understand. I dont	understand what a	attribute each colum	nn is describing?	Is it the weight? Battery life? Pleas	e put a heading				
		Please add citation to figure 3.	added [13]															
		realized no page numbers	added page numbers															
			https://www.hanselman.com/blog/DiabetesTechno			forward												
		the longer post on 1/22 is interesting	http://www.tudiabetes.org/forum/t/i-cant-find-a-reas	on-to-get-a-dexcom-c	g5-over-a-g4-platinum/58724/8													
		Group meeting																
		Catalina unable to attend William late to meeting																
		william late to meeting																
	E 21 2017	Group meeting																
		Everyone able to make it																
		Presentation is in much better place, some final tou	when pended before drags															
		r resemblion is in much better place, some final tou	cores needed belore dress renearsal															
	6/1/2047	Rehearsal presentation																
		Product overview	Owner: Charles															
			(Not literally one sentence. Plan to use simple expla	anation														
		☐ Give a quick explanation of technical terminology																
		☐ How long has been G4 in the market?	Since 2012															
		□ When was G5 system released?	Since 2012															
		☐ In comparison chart highlight differences																
			G4 and G5 are the same price. Plan to add compe	etitor pricing														
		The product value slide	Owner: Charles	,														
		☐ Too visual/busy (What is the reason of the colors	2															
		make into bullet list	Plan to add animation															
		□ highlight G5 only vs the ones that come from G4																
		Company overview																
		Add a sentence saying that in this sector it is nor	r common for companies to lose money during R&D	phase; Dexcom is in	20yr R&D phase													
		☐ More emphasis in the positive and why the comp	a highlight revenue															
		Product accuracy																
		□ Confusing																
			y Change from to table to graph, add to product over	view														
		SAM/TAM																
		□ Iterate that US insulin population is only partially	s will cover when going over numbers															
		o How many people out of the 3 million? Add numb	e numbers added															
		Customer segments																
			in Re-wrote segments to be in line with market SAM/T															
			Removed segments that do not align with SAM/TAM	M														
		Distribution Channels																
			ost per click, cost per new customer, lists to buy and	how much they cost														
		Alliances does not fit, need to include ROI, which																
		☐ Instead of price reduction, utilize rebates (could b	be with ailied insulin pump combination)															
		Marketing Strategy	time added determined DOI															
		- What is the hudget and what is the application in	ne yr w/ plan and budget we see growth, where is the	- basel area														
		CGM – Needs basic explanation to the audience	ne yr w/ pian and budget we see growth, where is the	e break even														
		Include a line to show we're talking about CGM dev	vice															
		Highlight G4/G5 major differences																
		PRICE																
		Include price comparison to show how much patien	nts pay compare to competitors products															
		Also don't assume that people understand what ter	ms such as finger stick is and calibration means – ex	plain them in layman	terms.													
		Product Value		•														
		Good visual - but make them fly in -																
		The matrix was difficult to grasp - the value																
			the advantage G5 has over G4. Mention the product	t value that pertains t	to G5 vs G4													
		MARD																
		Also explain more detail what MARD and how it's d	lefined?															
		Customer Segments																
			y Used Dexcom circle graph to estimate															
			Updated customer segments to align with TAM & S.	SAM; need to review to	the remaining strategies for consist	ency												
		How does social media tie into your segment – sho CRITICAL	w now you're going to targeted segment															
		Page 13 and the segments are very critical in terms																
				alua on them (t	mo assumations if t D "	onoraliza)												
		You have to have some budget around your commit CRITICAL	s and ads – do some research and put some dollar va	aue on tnem (put sor	me assumptions it need be. Don't g	jenerálize)												
			n Hid word alliance in clide	amous process.														
		Amarice was not used accurately – they were not of	n Hid word alliance in slide, need master picture to re	точе ргорепу														
	06/06/2047	We met face to face in Willow Creek to review feed	back from 06/01/2017															
			back from 06/01/2017 his other ETM class, Will joined in via conference call															
		Majority of the slides for Final presentation were go																
		Decided to meet one more time on Wednesday F21																
		Team had a meeting one more time in Willow Cree																
		Catalina had a conflict and couldn't make it																
			t team members had to do. Changes had to be compl	leted by afternoon 6/8	8/17 since presentation had to be t	urned in by 5 pm												
		Final presentation went well		,	,													
		Planned to have virtual meeting 6/12																
			t looked descent as is when we went through it from the	the beginning to end.	Obviously it still needed some wor	k because												
			od progress. We decided to have another virtual mee															
	06/14/2017	Final meeting to finalize report. Reviewed and reso	olved comments everyone had inserted into the docur	ment Agreed that re-	enort should be complete by 12nm t	or turn in no later tha	an 2nm											