

Phase	Date	Activity	Action Taken
Ideation	04/06/2017	Team formation, brainstorm project ideas and scheduled initial team meeting.	Proposed Ideas during brainstormed session 1. Google Pixel smartphone 2. Self-driving cars 3. Wireless smartphone charging - chi charger 4. VR products Decided to meet up for project ideas comparison.
	04/08/2017	Team Initial Meeting via Google Hangout Attendees: Charles Catalina Cody Agam Start Time: End Time:	Evaluated proposed ideas to ensure they met project requirements. Team found that some ideas didn't either met the project requirements or lack the potential for a strong marketing plan Team decided to continue to research for more project ideas including these new ones 1. Kuri Live Robot (vs. Amazon Echo vs. Google Home) - https://www.heykuri.com/ 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 Decided to move forward with Dexcom Mobile G5 Picked two other ideas to present on 4/20	Started Project outline for better analysis of the product-Dexcom G5.
	04/17/2017	Discussion over mail about Dexcom G5.	
	04/20/2017	Presented three ideas to class with emphasis on Dexcom G5 Realized during class that the draft marketing proposal is due in two weeks Using Appendix B on pg 43 of Ch1 divided up sections 2-6, see task assignment list for details	
	04/23/2017	Posted DexCom 10-K to shared folder Added rubric to market plan outline	
	04/27/2017	Received midterm Completely different direction needed for midterm presentation; work already done for market plan will not work for presentation as well	
Tasks for Midterm	05/04/2017	Divided up tasks for midterms presentation; Asma not present, notified her via email	
	05/09/2017	Virtual team meeting Reviewed all material for upcoming midterm presentation Some questions to be asked in class	
	05/11/2017	Presented Midterm presentation Lots of feedback 1. Need more explanation of how the product works. What is in the body? What is exposed? 2. Lots of fluff in the first handful of slides. Remove video? Rework personas?	
		3. Differentiate between G4 and G5 duplicated, see row 42	
		4. Company overview should include facts such as losing money since inception and explain why.	
		5. Compare CGM to non-CGM added companion slide, but needs review	
		6. Show where the chasm is relative to now added chasm slid	
		7. TAM/SAM numbers need review, some mismatching, 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	
		a. Need some details of how the company is doing w.r.t G4 to G5	
		b. Why is the company losing money?	
		12. Narrow down the presentation to the most important detail info so you guys don't go over the time limit. bringin stop watch to presentation	
		13. Explain how the product work	
		a. Explain the difference between G4 & G5 in terms of features	
		b. Low end to high end show the product differences?	
		14. Marketing Objectives	
		a. Too general need some details	
		b. What are the sales/customer base difference btw G4 and G5	
		c. Has the company passed the chasm?	
		d. Who are these 250k customers? Are they early adoptors or existing customers?	
		e. How are you going to convince G4 customers to upgrade to G5	
		15. What's your marketing goal to increase your customer base from the 250K customers?	
		16. Given your current channels of marketing, what's your strategy to increase channels?	
		17. Where does the company stand currently and where is it going?	
		18. What policy changes you think could help increase G5?	
		19. Discuss with your colleague about what would convince him to want to upgrade from G4 to G5?	
		20. You have lots of good info but you need to focus on the most important detail info.	
	5/16/2017	Discussed feedback from Mid-Term presentation Reviewed current project outline, and discussed opens among members To Do: Executive Summary Will Introduction Charles Company Analysis Catalina Market Def, Po., & Dem Asma Competitor Analysis Cody Customer Analysis Cody SWOT Will Marketing Objectives & Goals Catalina Marketing Strategy Asma Target Market & Positioning Cody Product and Brand Management Charles Pricing Management Cody Distribution Management Catalina Communications Management Agam Implementation & Control Will Conclusion Agam Next Steps Agam Need market growth data for G5 only Conclution - Agam Next Steps - Agam How to covert G4 users to G5 - Asma Feedback Action Taken.	1 1 1 1 1 2 2 2 2 3 2 4 3 1 3 2 3

