Title:
Team working log file (Appendix to the Team Processing Report)

Course Title: Technology Marketing

Course Number: ETM 555/655

Instructor: Dr. Sule Balkan

Term: Winter

Year: 2017

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File Name: 2017-W-555-Team-02-03

ETM 555 Team 2 processing Log

Abstract

The following is team 2's meeting notes and processing log per week throughout this winter 2017 term for Marketing 555/655. It is just a chronological list of events, due-out and discussion per week as we moved through the course.   This log file helped us in the writing of our processing report to help us remember the events that took place during the process of building a marketing strategy for the DJI Phantom 4 drone.

Week 1: January 10 - 14th

One the first day of class on January 10th Dr. Balkan gave a brief overview of the expectations for the course. It was snowing that evening and the class was cut short. However that evening we were able to build the team with the following members: Nicole Wehner, Haitham Alkharboosh, Tejas Deshpande, Rushikesh Jirage, John Bauer and Donavon Nigg. Once this was done we set up Google Drive document and WhatsApp group and started communicating and brainstorming a few product ideas. Due to the fact that class was released early we were assigned an additional homework assignment of reviewing the slides and writing a paper on what we learned. This writing assignment slowed down the team progress from actually spending much time on the marketing plat.

The second weeks class on January 17th was canceled cancelled due to weather. However the team met over google hangout and created the outline for the processing report and continued to brainstorm ideas. The list of project/marking plan ideas were: Solar roads, Solar paint, Solar roofs, Wireless charging coming from roads for EV vehicles, Personal drone, (not yet on the market), Drive up shopping and how this process may change the future of shopping, We studied the suggested websites from professor: such as http://gizmodo.com/ and https://www.technologyreview.com/. The team set up a document on the shared drive and all collaborated our ideas on a single locations.

Week 2: January 15 - 21st

Tuesday night January 17th class cancelled due to snow.

- **Brainstorming discussion:**

Nicole. I thought you wanted to do the **personal drones**… I know I wanted jet packs. But I'm guessing we only get to do real products. LOL …. Donavon. --Oh yeah!! I do! I'm adding it. That my vote… D.

John here, weather control technologies could be cool, combatting climate change...or...a little more out there...technology **generated rain clouds** for water supply supplementation in developing or rural areas, or desert climates...ALL (maybe just most) of Saudi Arabia's water comes from desalination...for example…

- The Rain Maker → fresh water rain cloud, push a button, create a very small localized and contained weather system, and collect a gallon of water. Make it Rain!! :).. The inventors of this must not live in Portland.

http://thesecretsofscience.com/artificial-rain-making-technology/
https://qz.com/138141/china-creates-55-billion-tons-of-artificial-rain-a-year-and-it-plans-to-quintuple-that/
https://www.bloomberg.com/features/2015-cloud-seeding-india/
http://www.nature.com/news/2010/100502/full/news.2010.213.html

- Smart clothes

Preferences
1. Personal Drones - Nicole and Donavon
   a. There is still a lot of inventions for flying cars (I don't think they will ever sale them)
   b. They are trying to build a hovercraft motor bike, which I think a lot of motorcycle rides would purchase if the price was right.
2. Rain Maker - John (will research more on the rain stuff) → Found a bunch of stuff to talk about today
3. Agricultural Technology Line - Research specific product, or some of the others we discussed
4. Power from the air: https://www.technologyreview.com/s/600773/10-breakthrough-technologies-2016-power-from-the-air/
5. GoPro that follows you
   http://www.droneguru.net/8-best-drones-that-follow-you-follow-drones/
   This is the one you just throw into the air and take off
   https://www.lily.camera/ even gramma can do it.
6. Poof. Monitoring pet's health and safety. Wearable tracking device that connects to the app on your phone, and tells you how much your pet sleeps, how much they exercise and can help locate them if lost.

We also brainstormed our team name. Fast Movers or First Movers? This week we were required to email our team name with team members to the TA and Prof.

Week 3: January 22 - 28th

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- **Jan 22nd P.M. Google Hangout.**

Goals, come up with three short pitches for Tuesday's class
Objectives: Divide up the work, build slides, who will brief which topic and who will assist with research and field questions.
Outcomes from our meeting.
   Haitham started created the briefing slides. We decided on three topics, smart clothing, follow me drone cameras, personal home assistants. Haitham would brief the smart clothing with research assistance from John. Nichole would brief the follow me drone cameras with research assistance from Rushikesh. And Donavon would brief the personal home assistants with research assistance from Tejas.

   Tuesday January 24 back in class. Team was still working on their top three ideas and the research for next week's presentation.

Week 4: January 29 - February 4th

   Sunday January 29 Google Hangout to finalize our briefing for Tuesday's class
   Tuesday January 31st we briefed our top three topics and decided on the follow me drone camera as our marking project for this class. Original company we chose was shut down, and we decided to research its competitors and choose one of those

Week 5: February 5 - 11th

We finalized our product on week 5 as the DJI Phantom 4 Drone autonomous flying drone camera system.

February 10th started the research spreadsheet log.
Saturday February 11th Meeting in person from 900 am to 1:00pm.

Week 6: February 12 - 18th

   Monday February 13th, a lot of email communications, shared PowerPoint collaboration and discussion within the PowerPoint as we finalized the briefing slides.

   Tuesday February 14th a lot of the same as Monday. Collaboration within the documents as we completed our presentation slides. Briefed our tentative marking plan that night in class.

Week 7: February 19 - 25th

        Sunday February 19th, in person meeting downtown conference room
Reviewed the process log, reviewed the marketing plan and reviewed the PowerPoint slides.

Feedback from the professor was that we need to be consistent with which market segment we are analyzing: consumer or commercial.

Commercial usage: agriculture, government, construction consulting, security
Consumer: personal use only

Commercial segment will help us cross the chasm:
1. Determine customer segmentation
    a. Commercial vs Consumer
    b. Commercial - Evaluate e
        i. Agriculture
        ii. Consulting/construction/inspection
        iii. Security
        iv. Photography/video
            1. Outdoor
            2. Wedding
            3. Movies
            4. Sports
        v. Government: surveying
        vi. Emergency service: search and rescue/medical supplies, police and fire fighting
2. Determine largest potential
3. Determine who makes decision to purchase, who makes the purchase, and who actually use product
4. Rank importance of roles/individuals
5. Determine what benefits of product turns each individual on to purchase
6. How well are these benefits delivered? Vs the competition?

We will structure our paper based on Appendix 1.B. in textbook.
Each member will revise their section from last week based on our commercial focus direction
Finish this by Friday
Everyone read whole document and consider section 6 on Saturday
Meet next Sunday, Feb 26

1. Executive Summary - do at end Donavon started one that will need editing and updating.
2. Introduction - Haitham
    a. Purpose
3. Company Analysis - Rushi

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     a. Product Analysis
4. Marketing Analysis
     a. Trends, growth, behavior (crossing chasm) - Donavon
          i. Add Goldman Sachs numbers
     b. Customer segmentation - Nicole
     c. Competitors - Tejas
          i. Take a look at DaVinci plan
5. Objectives - Rushi/John
6. Segmentation, Targeting, and Positioning/Value Proposition - John/Rushi
     a. Reference customer segments
7. Marketing Strategy
     a. Positioning: competitive, graph - John
     b. Product/service attributes: analyze features or advancement, services (including training services) - Tejas
          i. How to strengthen weaknesses in features
     c. Distribution: where to sell and allow trials - Rushi/John
     d. Promotion:
          i. Advertising - Haitham
          ii. Sales promotion - Haitham
          iii. Public relations - Donavon
          iv. selling/trade shows - Donavon
8. Budgeting and Control - Nicole
     a. Implementation
     b. Financial information
9. Conclusion - done at end

For presentation:
     Condense first ~20 slides into 5-6 slides
     Focus on strategy and implementation parts

Week 8 February 26 - March 4th

1. Decide structure
     a. Fix headings
     b. Nicole will do this, and consolidate sections
     c. Can fix grammar along the way
2. Consolidate market numbers
     a. In market demographics section
     b. Predictions in market growth section
3. Decide where to put product features
     a. Introduction
4. TAM and SAM - total available market and serviceable available market

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a. TAM - max available sales in US
            b. SAM - segment available sales
                    i.   Industrial, Agriculture, aerial photography
    5. Next sections
            a. Assigned above
            b. Meet Saturday 9 am
            c. Next week: put together slides for presentation

In person meeting Saturday Morning March 4th from 8 am to 10 am.
Goal clean up our paper so we can email Dr. Balkan Sunday afternoon.
        Work on slides for the dress rehearsal on Tuesday March 7th
        Clean up marketing numbers

New resource for US Marketing Numbers
http://www.marketwatch.com/story/these-charts-show-why-gopro-has-a-shot-at-dominating-the-drone-market-2015-07-14

Introduce world market - total ---- pull all numbers from everywhere in our paper

Limit to US market - pull total US numbers from everywhere in our paper

Limit to commercial US market - take out of customer section and move here

State which numbers we will use for our assumptions in the rest of the paper (US commercial market)

        All future numbers in paper will be based on these numbers

Week 9 March 5 - 11th

Tuesday night March 7th, meeting in the computer room prior to the meeting with Dr. Balkan. Feedback

    1) We were the first and only team to present within our time limit. But we should have taken more time.
    2) Donavon … More information up front, more about the product, explain the move from consumer to commercial, hit the Porter's Five Forces
    3) Tajas ….. Talk Slower
    4) Haitam … Hit only the big payoff advertisement and address expected returns on investment.
    5) John … Label your price sensitivity and the 10% and 15%.
    6) Nicole … purchase list and cost per list and ROI
    7) Rushikeh… explain how you got your numbers for TAM, SAM, SOM.

Wednesday March 8th Email received from Dr. Balkan with feedback on our draft marketing plan.
    1) The document is too high level lots of information up front

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2) No explanation of transferring from consumer to commercial
3) Missing the biggest part of the document and that section 6 segmentation, targeting, positioning and value.

Week 10 March 12th - 14th

Sunday March 12th 9 am in downtown Portland.
Due outs
1) Team review all comments and clean up, agree and resolve.
2) Review Tables and Figures - John
3) pull down document and clean up format Tuesday - John
4) Clean up references - Haitham
5) Write the Executive Summary - Donavon
6) Write the Conclusion - Haitham
7) Fix the marketing sweet spot (Donavon) - Done
8) Fix tables - Rushi (label on top) -Done
9) Fix Figures - Rushi (label on bottom) -Done
10) List of tables and figure - Rushi - Done
11) Add some product pictures - Rushi -(done)
12) Calculate table on page 32 - Nicole - Done
13) Find profit # = Nicole - Profit = 40% of revenue
14) Positioning statement and differentiation paragraphs = John
15) Clean up promotions - Haitham
16) Add trade show to distribution - Rushi - Done
17) Budget cost, p 50 - Nicole - Done
18) Add # of trade shows - Nicole - I don't think this is needed since I'm not doing a complete budget break down, only a sampling.
19) Double check budget and cost numbers - Rushi -Done
20) Add overall ROI to Budget and Control - Rushi - Done

Processing Report:
1.) Fine tuning tone of document - Tejas, Rushi
2.) Add learning points - everyone

Go over the final presentation.
1.) Clean up slides based on final report - each person do their own
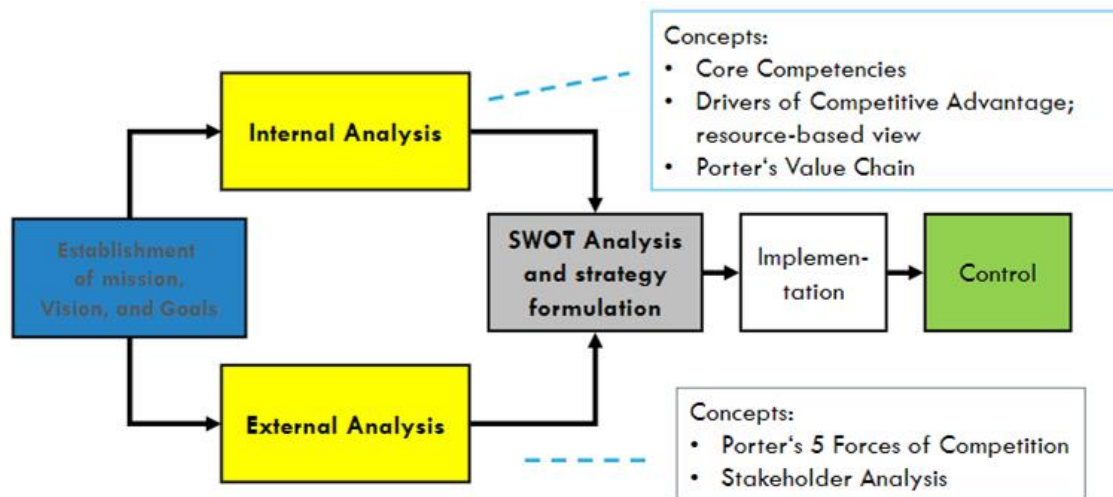2.) New template - Rushi

Everything done by: Monday night
Format on Tuesday: John
Upload on Tuesday: John (including our slides, processing report, and log)

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Additional resources, pictures, graphs, tools and classroom notes.

Tools and notes from class lectures

2. Attractive Segment
- Talk to customers,
    - real conversations
    - not e-mail surveys
    - don't sell be open minded curious
    - Listen.
- Organize your research
    - Who uses the product
    - Who decides to buy it
    - Applications what does the use do with the product
    - Benefits / value to the user
    - Are there influential customers that others look to for thought leadership or technology adoption
    - How is the market structure, size, growth competition
    - What assets would it take

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3. Identify Beachhead markets
4. Research who buys and how
5. Calculate TAM size for beachhead
6. What do you have now?

4 steps in the segmentation process
1. Divide the market into groups
    a. Demographics, geography, psychology, usage behavior, needs.
    b. Vertical - industry specific
    c. Horizontal across industry boundaries
2. Profile the customers in each segment
    a. Elite tech users
    b. Middle of the road tech users
    c. Few tech assets
3. Evaluate and select a target market
    a. Size
    b. Growth
    c. Competition
    d. capabilities
4. Position the product within the segment
    a. Customer perceptions
    b. Position relative to perceived competition
    c. Position on important, compelling attributes benefits

Tools/concepts to use throughout our process.

The 4 "P's to marketing (product, price, place, promotion)
The Technology Adoption life cycle (TALC)
Technology uncertainty, Market uncertainty Competitive volatility.
Moore's Law

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Network externalities
Lifecycles of Industries
Type of Innovation