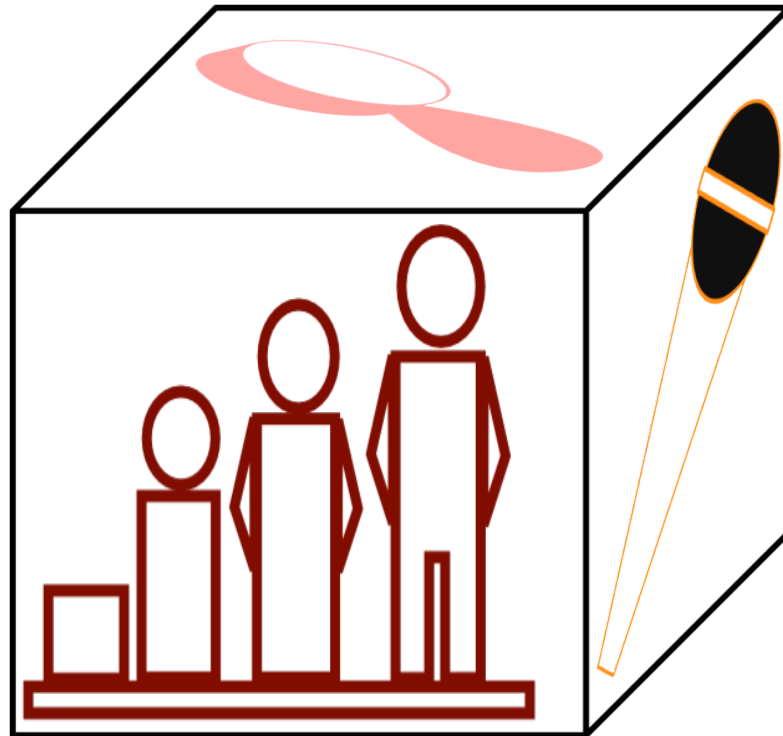


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1. SWOT Analysis

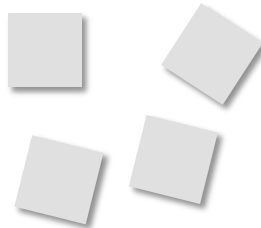
Now that your prototype has been created, envisage the next moves to give it birth. Especially, carefully think of positive/negative inputs, both internal and external, that will impact of its implementation. A SWOT, among different analysis tools, is very useful for that purpose. Brainstorming is a great way of introducing all the relevant internal and external factors for each section of the analysis.

Your prototype and main stakeholder reminder:

Think about the strength, weaknesses (internal aspects) opportunities and threats (external aspects) for your prototype. This will help you determining the challenges and barriers you will have to tackle during the development phase of your product. For that, ask yourselves specific questions for each category

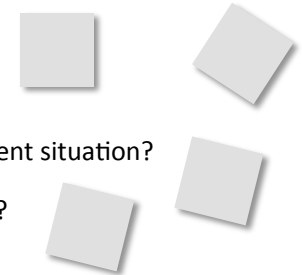
Strengths: the advantages you have over the competition concerning your product

1. what are your strengths?
2. what do you do better than others?
3. which capacities and resources do you possess?
4. what do others perceive as your strengths?
- ...



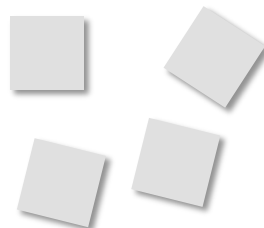
Weaknesses: the disadvantages you have internally compared with your competitors

1. what are your weaknesses?
2. what do your competitors do better than you?
3. what do you need to improve considering the current situation?
4. what do others perceive as your main weaknesses?
- ...



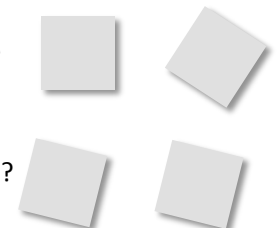
Opportunities: current external trends which are waiting to be taken advantage of

1. what trends or conditions (economical/sociological/technological) may positively impact you?
2. what opportunities are available to you?
- 3.
4. .



Threats: external movements which may cause a problem and have a negative impact on your business

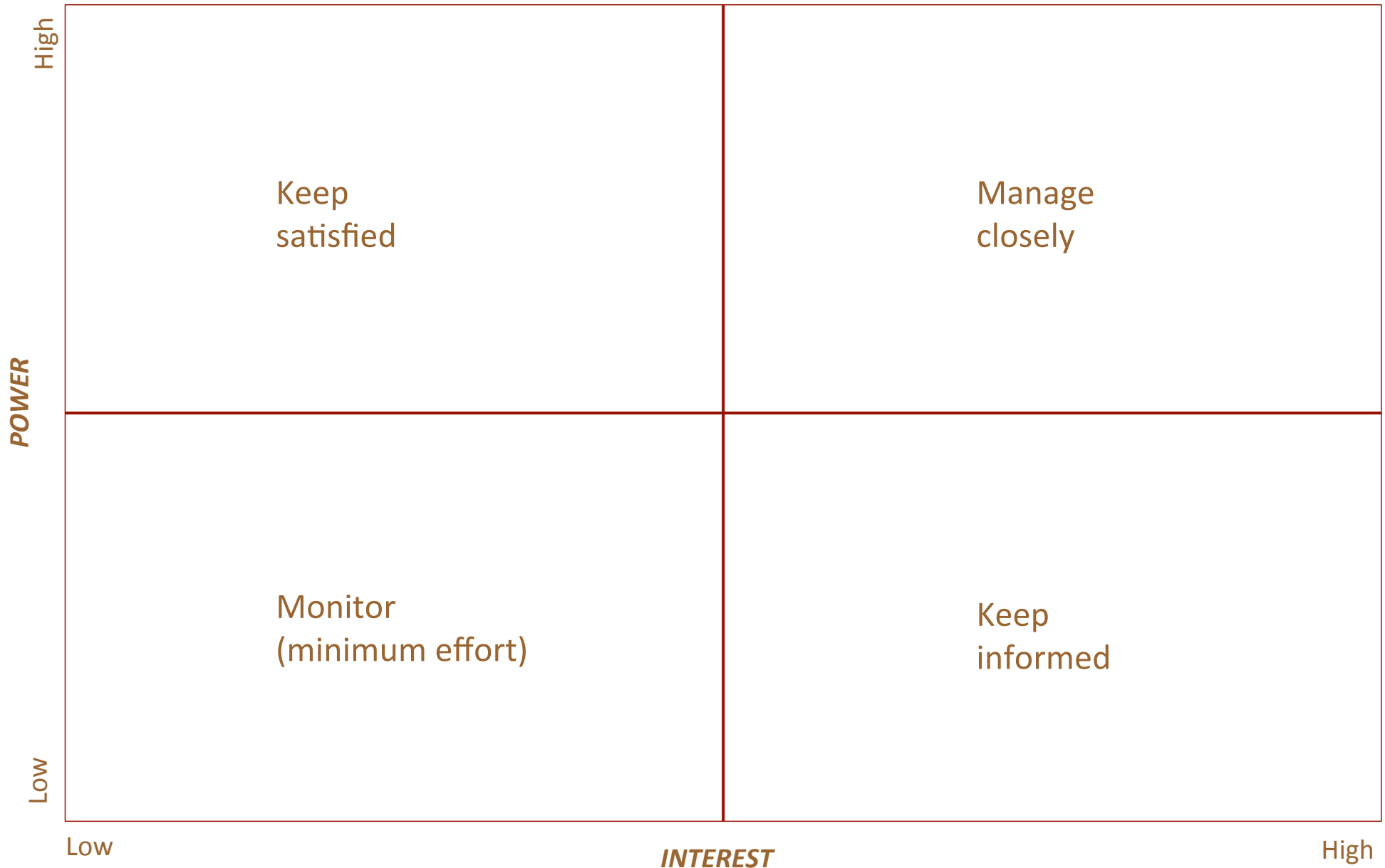
1. what trends or conditions (economical/sociological/technological) may negatively impact you?
2. what are your competitors doing that may impact you?
3. do you have solid financial support?
4. what impact do your weaknesses have on your threats?
- ...





2. Look for specific support

Revisit again your previous stakeholder analysis of the Discover step by adding persons from the public/private sectors who present expertise that will become key support for the evolution of your project.





3. Plan your actions and organizational structure

To go from prototyping to market solution, several steps need to be carefully set up/planned to turn your student team into a professional organization. this includes (but not only) project management structure, resources evaluation as well as funding support.

1. Time roadmap. Think of key events / milestones to occur within the launch year.

2. Evaluate resources: ask yourselves questions about technical resources (what?), workspace (where?), team composition (who?) and structure (how?)

Use calendar / Gantt chart to build roadmap

<p>What...?</p> <p>...do you already have? ...do you need?</p>	<p>Where?</p> <p>Do you need a special working place?</p>
<p>Who?</p> <p>Do you have the critical mass to reach your goal? Do you need partners, recruit people?</p>	<p>How?</p> <p>Do you need a special organizational structure to get in visibility (point 3)?</p>

3. Your new team structure. Link to your stakeholder analysis and point 2 above to define the organizational structure of your design team.

4. Funding plan. brainstorm ideas to raise money to support starting phase. Use brainstorm question: **how might we fund the project?**

