

Project Deliverable 1: Problem Statement

A primary focus of this course is the development of a technology commercialization prospectus ([TCP](#)) which evaluates the opportunity for a technology to form the basis for new and/or significantly improved products, processes, and services. Technology development for such an opportunity can occur along two paths:

- Technology push: Solution looking for a problem,
- Market pull: Problem looking for a solution.

This course follows the second path, which requires a clear problem statement at the beginning of TCP preparation. For this deliverable, you will prepare a preliminary problem statement for your TCP. In essence, you will answer the general question: “What problem are we trying to solve”.

In preparing this deliverable, it is essential to examine the problem being solved from the perspective of all stakeholders* involved in the problem and its solution. Failing to consider all stakeholder positions can lead to development of technology that cannot be profitably commercialized. For this reason, this deliverable should state the problem from the perspective of the following stakeholders:

- Who experiences the problem? What is the problem that they experience?
- Who causes the problem? How do they cause this problem?
- Who supplies the solutions? Who supplies the current solution (if any), and who would supply the solution to be described in the TCP?
- Who pays for the solutions? Literally, who gives money to the solution suppliers?
- Who pays for the problems? Literally, who gives money to someone as a result of the problem?

Notes:

- Wherever possible, examples of the names of actual stakeholders in each category should be provided. These are the customers that could be interviewed to obtain voice-of-the-customer input.
- In some cases, one or more individuals could appear under different stakeholder categories.
- Over the course of TCP development, the problem statement and/or the list of stakeholders may evolve as a clearer understanding of the situation evolves. For this reason, this deliverable must be a living document that is reviewed and updated periodically over the course of the project.

Prepare your deliverable as a PowerPoint presentation that you will present to the class on the deliverable due date. Upload your presentation to the appropriate D2L discussion forum by 5:00 PM on the due date.

* A stakeholder is any individual or group of individuals that is impacted by the problem and/or its current or potential solutions.