Grades – Project 2 – American Management – Professor Tepfer

Group 2B

Alexis/Nicholas/Maxime – Lego Mobler, A, interesting expansion possibilities – may not fit in with “Core” values – children’s market

Remi/Edouard/Celia – Lego Stadium – A-, liked the “competitors mapping – exclusivity with license – nice idea - not sure how much re-use the product offers

Redouane/Angelina/Elodie – Phonebloks - B, unique concept – does it really fit with the core values of creativity for children

Sarah/Thomas/Celine – B+, Oculus, well presented – not a good fit with “core” values of creative children play

Jessica/Sophie/Elodie - B, Educational tablet – ok concept – seems a “copycat” strategy without too much innovation

M’hammed/Adrien/Caroline – B, Outdoor house – seems to have very limited –re-use + rebuild possibilities – also seems to be a toy only viable in spring and summer

Elorri/Clement/Yijun – B, Entertainment center – very labor intensive and requiring a great deal of training and more real estate – moving beyond “core’ competencies

Gaetan/Mladen/Pierre – B+, Lego Fantasy Star Ship – interesting expansion into electronics and “talking” Lego – needed a little better development