Grades – Project 2 – American Management – Professor Tepfer

Group 2C

Zora/Romain/Simon – Lego Home – A-, maximized customization – the wave of new products – can we customize enough of them to justify the costs?

Lucile/Melissa/Danushika – The Drone Toy – B+, interesting concept – there maybe some serious saftety issues with such a product and small children

Vincent/Thibault/Helene – Entertainment Services - B+, new area for lego with promise – however highly labor intensive and requiring a great deal of training

Maxime/Maxime/Francois-Xavier – Soft Lego Bricks - B+ not sure how this much this product will add to marketing dynamics as it is really NOT a new concept rather an improvement on the current product which typically works only in the short term until a NEW product can be developed

Yani/Marc/Cynthia – Cities of the world - A, well done!

Hugo/Amaury/Camille – Edible Logo – A, Loved this concept!

Rodrigue/Ronan/Yannick – Lego App – B+, seems to be the wave of the future with possibilities for creative learning as well

Brian/Jean/Alice – External battery - B, not a toy and not really fitting into “core” values, also a battery is a “commodity” product with not enough in the way of “creativity” and “innovation”