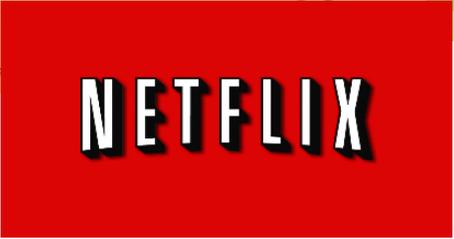


# Camp BizSmart™ Netflix Product Innovation Case 2017

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*“Be entertained your way. Enchanting customized entertainment content and experiences for the next generation”*

**Problem Statement:** Create a personal home entertainment device which includes interactive 3D, and VR/AR with video streaming to capture a bigger share of the total entertainment market where the competition not only includes movies and present forms of TV, but self generated video, concerts and **emerging** sources of entertainment.

**Opportunity:** In 2017 the total global entertainment market will exceed two trillion dollars with internet and home electronic video the fastest growing segments. Netflix is now in 130 countries (not including China). The market share winner will:

- Give demanding & discerning consumers more personalized entertainment experiences
- Provide experiences delivered on-demand, where and when they want them
- Drive down the cost of content acquisition and development
- Be the leader in moving consumers from cable to high quality streaming options

**Your Challenge:** Create an innovative VR/AR experience that is hard to duplicate. Create a simple to use product design and basic physical VR/AR device prototype that will illustrate how your solution works for the consumer to provide a world class entertainment experience for the next generation. Pick content and create the experience that has the ability to catch fire and become more than a passing trend. Think Pokémon as an example –but with better staying power.

**Objectives: Select one category of content: educational or entertainment. Pick content from existing Netflix content or an emerging source of entertainment content to showcase your viewers experience and VR/AR device.** Understand the eco-system of content product development to fully realize your user experience.

- Decide how and where should Netflix participate in VR/AR entertainment product development
- Create a home –based or personal AR experience with mobile phone technology as an add-on product – for example to view streaming content.
- Create new innovative VR/AR gear design for the new content that can compete with current options.
- **Include a lean-back experience** for your viewer. Netflix has determined that this is the preferred way most people view content.
- You may also create and **include a lean-forward experience** for your view to interact in some way. Think of documentaries, or education content that allows the user to go deeper with knowledge. Touch to change what you see, drop-downs, various levels of content.
- Identify and select a market (U.S., Asia, Latin America, or Europe) where VR/AR has the highest likelihood of becoming a large share of the consumer’s entertainment choices
- Predict what percentage of consumers will be using the VR/AR content available in your selected market by 2020
- Design the best way to introduce your VR/AR design and entertainment options to the consumer
- Should these types of entertainment options be priced separately, create a new packaged category, or be included in current subscriptions

**Constraints: Avoid product heavy installations. – theme or amusement parks that need heavily engineered product and technology driven rooms to work. Avoid Fitness and Gaming too competition crowded.** Your product must meet the specific consumer needs and government regulations of the market you choose

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**Outcomes and deliverables (Presented by your team at Microsoft on competition day):**

- 1. Product Design and Biz Pitch Deck:** Customer centric product design illustration and biz strategy, includes a short customer focused demonstration of your product “experience” that showcases your best product features to drive customer engagement and satisfaction.
- 2. Business Plan Document:** Include a description of your product, identify the target consumer, features, advantages and benefits, as well as a competitive analysis and points of differentiation for the product, and specific marketing tactics to drive sales.

**Business plan and product pitch deck requirements (see the competition scoring criteria for more specifics):**

- Executive summary
- Product design illustration and description
- Marketing tagline with an optional jingle, optional viral video – (think YouTube), and a marketing and sales promotion
- Competitive analysis: the features, benefits & advantages to differentiate your product from others in the market.
- Pricing plan including the cost of goods, cost to market and the return on investment (ROI).
- A plan for distribution of the new product to your target customer. Identify consumer market and geographic locations where your product would have greatest viability as well as any companies that might be interested in marketing/retail partnerships.
- Customer input and feedback on your proposed product that you used to inform your product innovation.
- Customer user feedback plan once the product hits the marketplace.
- Plan to drive universal acceptance and disruption of traditional entertainment assumptions as they are held today.



## Things to consider and address as you create your product innovation for sustainable market viability:

### What content will you use and why did you select it?

- Does it already exist?
- What is the eco-system for this content? Who do you need to work with to have this content?
- Who is your customer?
- What will make your content experience different then what exists today?
- How will you keep it fresh?

### What technology will you use?

- Does is already exist?
- Does it need accessories?
- How much investment will the equipment take?
- How will you improve upon any technology that is in the marketplace today?

### What is the market size and where is it headed?

- Who are the major players if any? How will you differentiate your product?
- Why would Netflix customers want your product?
- How would your product draw a new audience to Netflix?
- What type of licensing or permission may be needed?

