

Business Innovation Case Team Jobs

Chief Executive Officer (CEO) Responsible for on time completion of the final business plan, and competition presentation according to requirements

- Know the role of each team member
- Write the business plan executive summary and kick off the pitch
- Keep the coaches & staff informed of the team's progress
- Keep the team focused on their duties and deliverables
- Lead the daily team feedback meeting
- Resolve conflict in a way that motivates and inspires the team
- Ensure all team goals & objectives are met
- Make sure the business plan is complete and meets all requirements

Chief Technology Officer (CTO) Responsible for all technical aspects of the product design and business plan & ensure it works as advertised

- Manage the technical parts of the business plan and document uploads & explain how the product technology works.
- Take the lead on technical research. You will devise a plan to monetize data generated from the customer use of the product and address any security & privacy concerns.
- Assist team members with PowerPoint, Excel, and design software
- Assist the CEO with the technical aspects of the final presentation
- Work closely with the CIO on the innovation of the technology.

Chief Financial Officer (CFO) Responsible for start-up costs, cash flow analysis and company valuation pre-launch valuation

- Research fixed & variable costs, as well as assets and liabilities
- Estimate start-up costs & produce chart
- Estimate cash flow & produce chart
- Determine “pre-money” company valuation (tangible and intangible assets)
- Make sure the financial section of the business plan is complete, coherent and concise, and accurate

Chief Marketing Officer (CMO) Analyze market size, who your customer is and why they will buy from you

- Lead in deciding how to reach your customer, market research, and what the main product message will be
- Determine market size and potential
- Work closely & collaboratively with the CSO and VOC
- Lead creation of marketing “slogan” for product FAB’s
- Ensure target market and customers are well identified
- Ensure customer requirements are well described & documented

Chief Sales Officer (CSO) Figure out how & where to sell your product so customers can buy it at “best price”

- Find out what makes the customer buy
- Work with the CMO & VOC to make sure
- Assist the VOC with surveys and other user data gathering tasks
- Work with the CEO and CFO to set a retail price for the product
- Develop a sales promotion program to highlight product FAB's
- Predict how many products you will sell

Chief Innovation Officer (CIO) Make sure the product has an “out-of-the-box” innovative design to both delight the customer and meet their needs

- Find out how the customer will best use the product
- Lead product concept brainstorming for unique and innovative ideas that set you apart from the competition
- Lead the production of the first team product concept sketch
- Lead the sessions with the product design consultants
- Find out what FAB' are most attractive to the customer
- Be responsible for the final industrial design renderings & prototypes

Voice of Customer (VOC) Responsible for providing the viewpoint of the customer/user of the product

- Focus the team on exactly who the target customer is
- Research & conduct interviews of the target customer
- Write a specific description of the customer
- Represent the insights of the customer & be the voice of the customer needs and requirements
- Connect customer feedback to the design and marketing of the product
- Produce the competitive analysis