**THE CHALLENGE**

Working as a team, create a mock healthcare company. Over the next several sessions, your team will:

* Create company profile
* Write a company mission statement and goals
* Determine the company’s composition (i.e. departments)
* Create a hypothetical new product
* Create a development / marketing plan for the new product
* Present to a panel of judges.

**SESSION I: RESEARCH & PLANNING**

1. **Company Name**

*What is the name of the company?*

1. **Mission & Goals**

*Why was your company started? What does your company do or produce? The mission statement should be concise and specific, explaining to the customers the purpose of the company and the value it provides.*

1. **Departments within the Company:**

*What departments does your company need? What role does each department play? Who on your team is responsible for this role?*

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| --- | --- | --- |
| **Department** | **Role** | **Team Member** |
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1. **Product Innovation**

*Brainstorm potential products that align with the mission of the company. Think about:*

* Products that are company would make
* Products that consumers need
* Products that consumers want
* Products that can make tasks easier, done quicker or more fun?

Our product is:

**SESSION II: PRODUCT DEVELOPMENT**

1. **Research & Development.** Conduct research to further develop and strengthen the company’s concept for a new or innovative product. Divide the tasks to be researched by “Department.” Use the following questions to guide your research:

* What is the product?
* What does it do?
* What is it used for?
* Who is the end customer for this product?
* What needs does this product meet for the end customer?
* How much should it cost?
* Where can you get it?
* Why is it worth the money? Why will people buy it?
* How is it better than comparable products on the market?
* How is it innovative?
* How can the product be promoted to consumers? What techniques can be used?

1. **The Product Pitch**

Make a “pitch” or presentation to a board of judges about the product. Presentations should be 10-15 minutes in length and can be in any format: PowerPoint, skit, poster, video, song etc. Get creative! Think about the following:

* + How can you persuade people that they need the product?
  + How can we make the product aesthetically pleasing (pretty)?
  + How can our presentation help sell the product? Be sure to provide information about how and why people should use it, as well as the price.