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iGroups

EnPro 353

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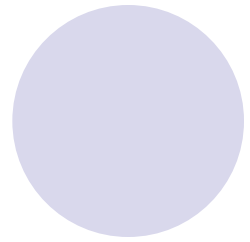
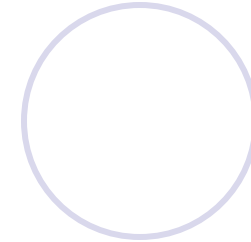
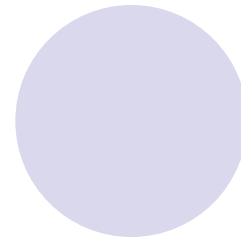
Alejandro Taboada

Instructed by Nik Rokop and Christopher Lam

Problem

Illinois Institute of Technology has developed a group-collaboration software named iGroups. Can a return be generated on that investment? If so, how?

Goals



Primary Market Research



Secondary Market Research



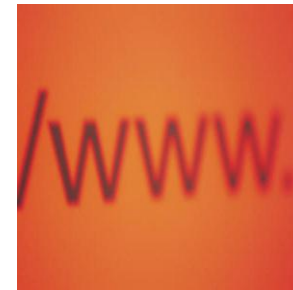
Legal Issues



Naming

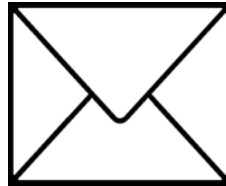
F Y Y H N R D
R L J C I N U
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N T K L P N E
C I L F S A P
E O G O T P N
H P O L A N D

Website/ Marketing



Obstacles and Resolutions

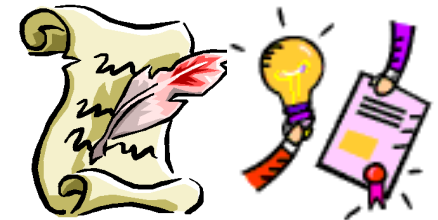
Primary market analysis



Secondary market analysis



Legal Issues



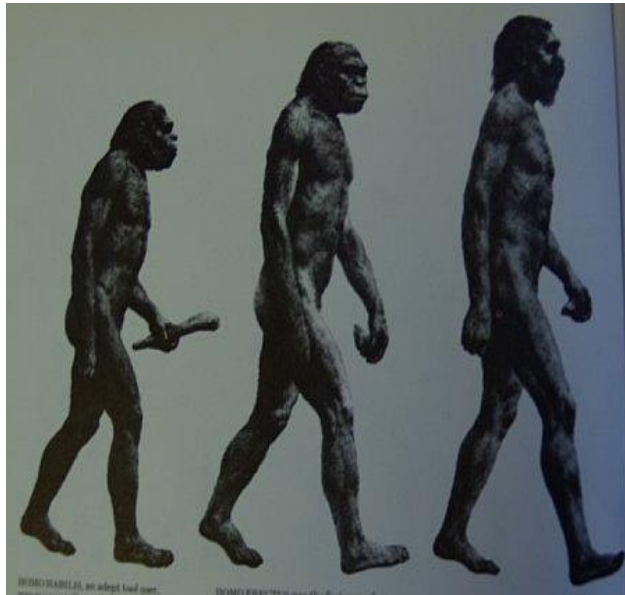
Marketing



Technical Issues



Progress



- **Primary Market Research**
- **Secondary Market Research**
- **Legal Issues**
- **Business Plan**
- **Marketing**
- **Technical Issues**

What's next?

- **Business plan**
(Business model/Legal/Future marketing)
- **Primary market research**
(analysis/proper integration of research/IMI?/Focus Group)
- **Website from mockup**
(Domain name/Naming)
- **Launching pilot tests**
(iGroups for public use)

How you can help



- Survey participation
- Advertising
- Suggestions for improvement
- Beta testing
- Money
- Coders

Thank you! Questions?