

Final Project

Problem: Business Plan/Project Viability

Complications: Developing Technology
Uncertain Market
Existing Competitive Product (?)

Opportunities: Product Cost & Performance Tailoring
Potential Performance Advantages

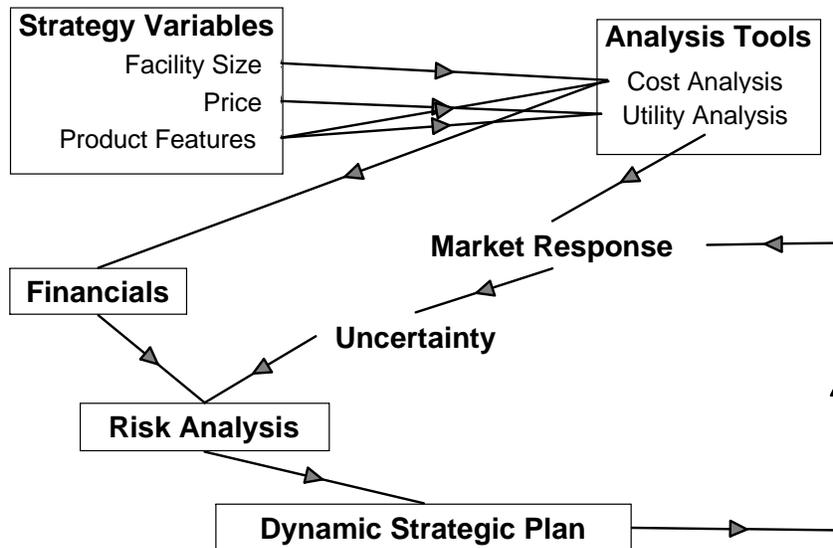
Goals: Gain Market Share
Make Money

Available Tools: Technical Cost Model
Utility Analysis
Risk Analysis
Financial Analysis

Massachusetts Institute of Technology
Cambridge, Massachusetts

MSL
Materials Systems Laboratory

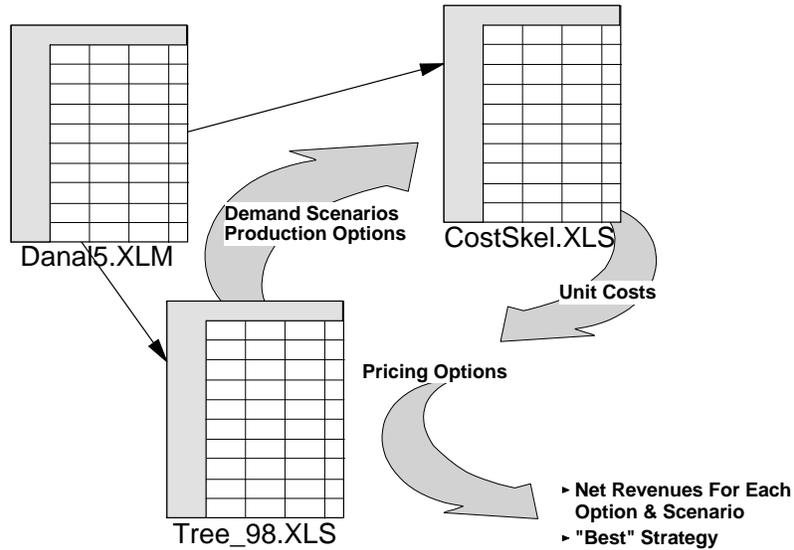
Overview



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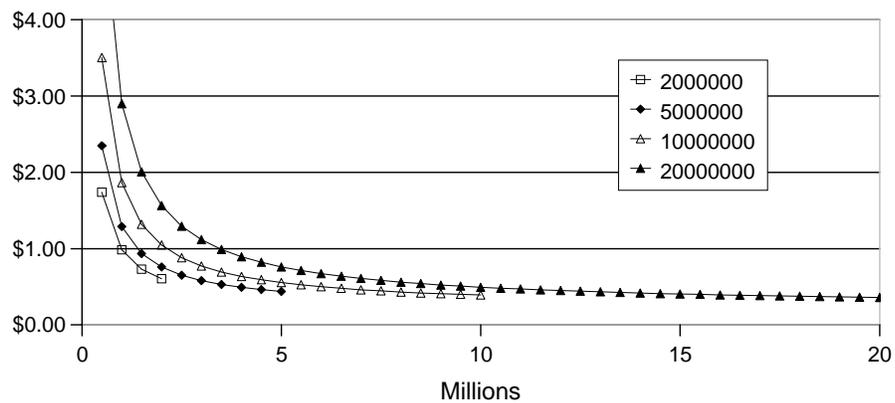
Tools On Hand



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Cost/Production Relationships



Note efficiencies of scale
as well as capacity
utilization

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