

Student ID:

Entrepreneurship – Creating the first web-browser and web-server product bundle

Note – This is using the same example scenario from the Innovation Workshop (Week 5). Consider your notes, ideas, and suggestions from that workshop as potential help toward this workshop.

Summary

Cast your mind back in time to the days before the web (WWW). We had the Internet, but no higher-level cohesive user-oriented fabric.

There are 4 readings for this workshop (found under Workshop Week 5):

1. An outline of the history (early days is the scope)
2. The original proposal for the WWW at CERN
3. The first paper - describing the prototype
4. A description of the 0.9 HTTP protocol as implemented in the prototype.

Please try to at least skim read these before the workshop.

Scenario

It's a really exciting time though, as this man named Tim Berners-Lee has just finished presenting a product idea to your team that he calls "The World Wide Web", complete with a working architecture for a client/server based conceptual platform upon which it can be used by organisations and individuals.

This includes the specification for the protocols that will need to be used, some very basic documentation, a simple server platform that can get files off disk when a client requests them, and a simple GUI based client browser which an end user can run to request and view pages.

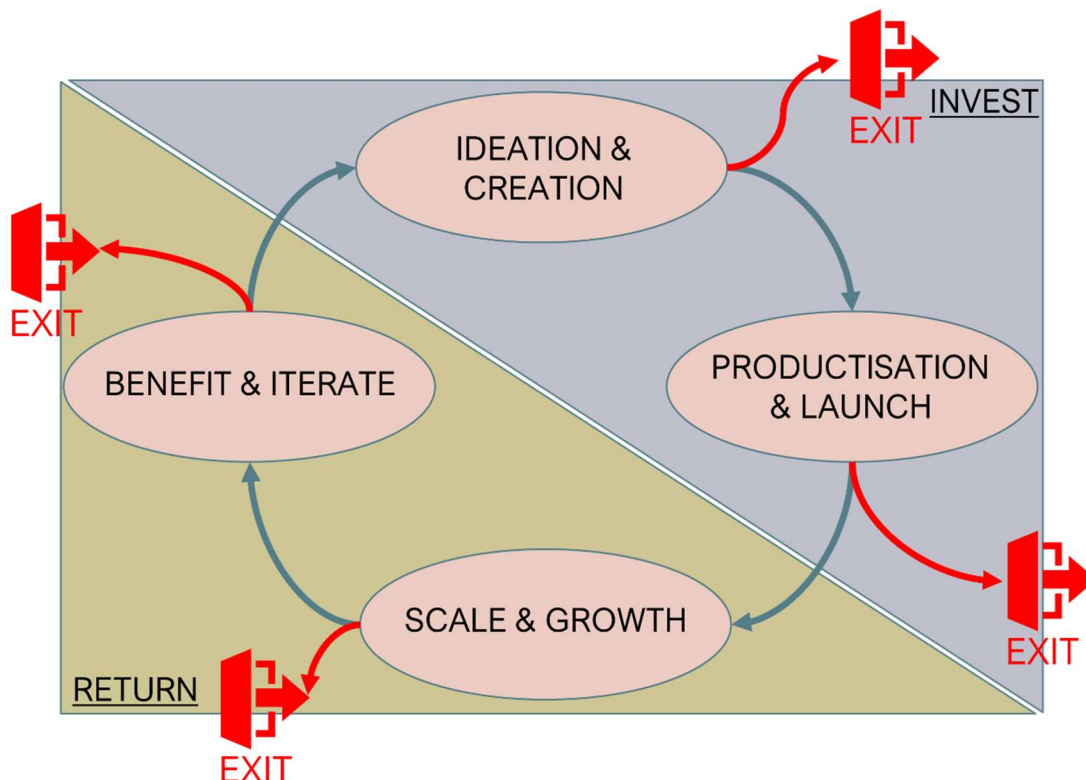
Your team did such a good job in the previous workshop of documenting the prototype stage of the soon to be "radical innovation", they have asked you to keep going.

Management has asked your team to come up with a way of assessing the feasibility of turning Tim's idea into a Product. The objective they ideally want

is to determine the right way to package and launch this to maximise the number of early adopters early on and gain traction for this exciting new way of sharing information.

What you have been asked to do

Consider the “Productisation & Launch” stage in the hybrid ‘Entrepreneurship Cycle’ presented in this week’s lecture. You can use the information and thinking developed from the Innovation Workshop to act as the input needed from the “Ideation & Creation” stage.



Step 1 – Individual Work

Individually have a first pass at addressing each of the following areas. Identify what some of the key points that need to be addressed are in each area and your rationale. Remember you are seeking to maximise early adoption as rapidly as possible post launch, and it’s early days of the Internet.

(Note – This is a subset of the potential areas for considering during Productisation, selected to make it easier to cover off in the workshop time available)

Market Focus – What market segments should your company consider & why those segments?

Branding, Packaging, and Sales Model – What would be a great name for this exciting product, how would you package and distribute it, and what sort of sales model would make sense (e.g. – subscription, normal retail, shareware)? Explain your rationale briefly for each.

Standardisation – Given the innovative concept that Tim has bought to you is a bit of software, what challenges around standardisation are you facing and how would you suggest overcoming them, and why? (Note – just because they bought you a bit of software, doesn't mean you only have to sell a bit of software.....):

Product Support – Its still quite early days in terms of personal computing, and while there are a number of people that are highly computer literate it is still quite a black (well beige) box for many. How would you provide support for the teams selling your product as well as the people in your market that will eventually use it? Briefly explain your rationale.

Step 2 – Group Work

Once people have answered the prior questions, pair up and take turns presenting your “Initial Productisation Plan” to each other. One plays the Manager and the other the Product Team lead. Briefly present your approach to the other person and garner feedback as though you were giving a summary to management.

Consider any feedback and whether you feel it should result in changes to your Productisation Plan.

If so, note your new changes in the answers above, or make a note of feedback you elected not to incorporate and why. Like everything else, there is no right answer here - the idea is to let you think critically about other ideas, make decisions, and give short justifications for them after discussion.