

Repurpose Me! Challenge

Scenario:

You and your team have been hired by a local company that collects unused materials and repurposes them and creates new products out of them. They have given you a specific item and have the expectation that you will create a new innovative use for the product that will help the company sell the once unused materials.

Challenge:

Once your group receives its product you will need to do the following:

- Create a new purpose/use for the item you receive and determine what problem it solves within the market
- Name the new product
- Draw a prototype of the repurposed item on the paper provided
- Identify your desired target market (who are you selling it to?) for your repurposed item. Where do they live, what do they do for fun, how much money do they make a year and what age and gender are they?
- Set a selling price for your new item
- Based on the problem it solves or need the new product addresses, identify a social cause that the sale of each product can benefit and why. There should be a clear connection between the problem it solves and the social cause it addresses. Similar to Tom's Shoes. They sell shoes and give a pair to a child in need in Argentina when you buy a pair. One for One.
- Create a 30 second Pitch/Commercial for the item explaining your products uses and identify the problem it solves in the market

Be prepared to present your findings to the representatives of the company in 40 min. You will need to give your 30 second pitch and present your prototype to the panel at the time of your presentation.