

**New Product/Service Innovation Lab Course: Project Charter**

*Please briefly answer each of the questions below so that we can understand the project goals and scope. Note that this is the information students will see when prioritizing their project preferences.*

1. **Sponsoring Organization** (please include all the requested information):
2. ***Executive Sponsor*** at the company (name, title, full mailing address, email, phone number).
3. If different from above, the ***Project Point Person*** for weekly interactions with team (name, title, email, phone):
4. The ***Back-up contact*** in case Project Point Person is unavailable (name, title, email, phone):
5. Please indicate who from your organization should receive the Invoice for the sponsorship fee, and if applicable who should receive the countersigned NDAs from students, faculty & research vendor.

* Invoice:
* Countersigned NDAs:

1. Brief description of sponsoring organization (include company web site):
2. Please note below any special instructions required for invoicing.
3. **Project Definition and Scope:**
4. What are the ***business issues*** that are driving interest in this project? (Please describe why the company is interested in the project)
5. Please define the ***category*** to be targeted for innovation, and whether the company currently provides products/services in this category.
6. Please describe the ***target consumer audience*** for this project.
7. Please describe the ***types of innovations*** you are most interested in from this project, and any guidance on the relative emphasis (e.g. new-to-world, new category entries/brand extensions, line extensions, packaging innovations, product improvements, new services, etc.).
8. Please describe any ***key constraints*** the students should consider when generating new product/service concepts (e.g. manufacturing, financial, distribution channels, etc.).
9. **Project Goals and Metrics:**
10. What are the primary goals of the project? (Please be specific as to what you would like this project to do for the business)
11. How will you evaluate success of this project?
12. Any additional expectations for this project?
13. **Project Data:**
14. The new product development course projects have *qualitative* phases (opportunity identification, idea generation and screening) followed by a *quantitative* concept test (online survey with representative consumer sample of the target audience):

* Does the company require that this project use an *existing customer list* for the online quantitative concept test survey? If yes, please describe the nature and size of this list. ***Note*: The customer contact file needs to be provided no later than the first week of class.**

1. Does your organization have additional information that would be helpful for the team to review in the early stages of this project (for example, company / customer / category / competitor information, past market research studies, financial information)? Please list below. **Company data and/or reports can be provided directly to the student team during the kick-off meeting (after students have signed the NDA)**.
2. **Transferring Project Data to You from the Student Team’s Research:**

Qualtrics is the quantitative survey vendor used in this class, and UserTesting is the qualitative research vendor. At the end of the project, Qualtrics and UserTesting will transfer project data to your company.

***For Qualtrics, please let us know your preference for either (a) or (b) below:***

1. Qualtrics can set up a new account in your company's name with the project's quantitative survey data (there is no cost to your company); **OR**
2. Qualtrics can transfer the quantitative survey data to your company’s existing Qualtrics account (if you already have one set up).

***Finally, who from your company should Qualtrics and UserTesting interact with to transfer the data?***