Review of Previous Lecture Material. Below is a list of some material, but you're responsible for anything in the lectures, handouts, and homework.

- 6 steps (overview) & how they relate
- Structured brainstorming
- Structured problem-solving
- Product dissection (FAST, FS)
- Product spectrum
- 2x2 matrix (criteria for products)
- Product design process - 9 step
  - Solution Principles
  - Morphological Matrix
  - Design Concepts with MM
  - Rating Criteria
- Product strategy (design → prototype → α → β → production)
- Roles and responsibilities
- Timelines
- Vision and Mission
- Business Goals
- Market Strategy - 5 steps
  - Market size, growth rate, segmentation
- Marketing Mix - 4Ps
- Porter's 5 forces & relationship w/ strategy
- Competitive Strategy: strategic target & competitive advantage
- Estimation
- Product lifecycle