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Case Study – OneClick

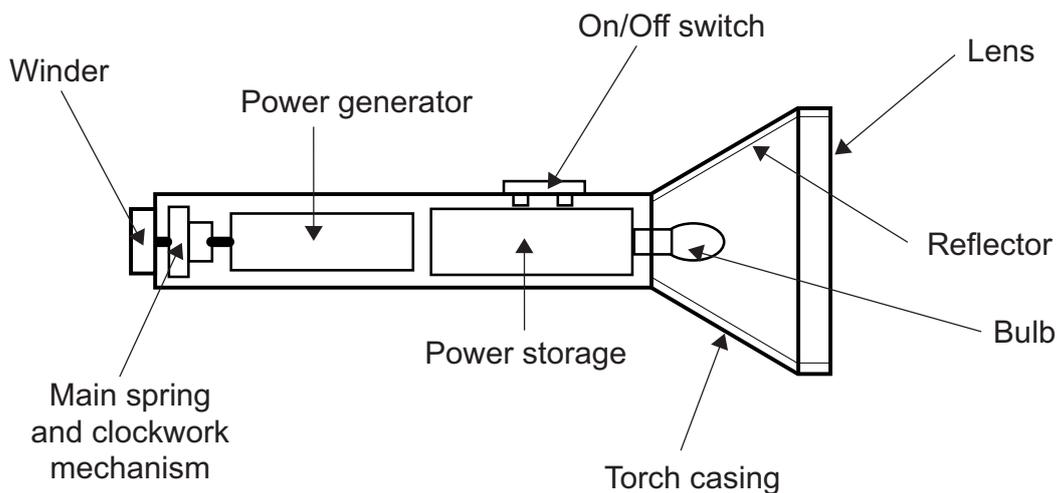
Ellie and Jamie have come up with a technical idea for a product which they would like to produce and sell. The idea is to manufacture a submersible, wind-up torch called 'OneClick'. The novel idea combines two existing technologies (a torch and a wind-up power supply) in a waterproof casing. Ellie and Jamie want to protect their idea because it is substantial and new.

Ellie and Jamie will research the marketplace to identify demand for the product and how it might impact on everyday life. They will calculate set-up, marketing and production costs and also produce a business plan, including their financial requirements, to make OneClick a success.

Ellie and Jamie want their product to meet three main criteria:

1. To be made of suitable materials.
2. The production process (or build) to have as little impact on the environment as possible.
3. To ensure that the product is recyclable, or biodegradable, when its life is finished.

OneClick torch



Instructions

You are required to investigate the viability of the OneClick product. Your study should identify the steps Ellie and Jamie will need to undertake if the OneClick product is to be a success. Your study should include investigating the following areas:

- intellectual property
- research and development
- social and environmental impact
- financial support
- suitability of materials for manufacture of the casing, reflector and switch
- potential impact on the home, workplace and built environment.

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