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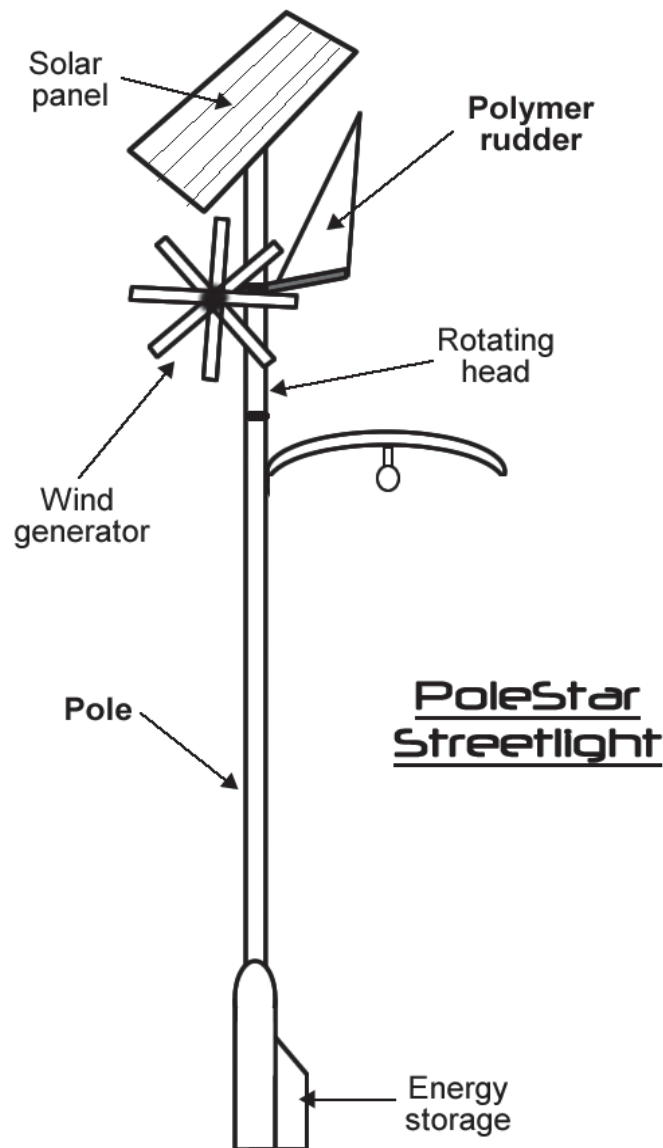
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Case Study – Polestar

Jean has designed a wind and solar powered streetlight called Polestar and, although the idea is not new or novel, the design and looks of the product are her own work. Jean’s husband has offered to help and has suggested that Jean should protect her Polestar design by looking on the Internet to find out how this is done.

Jean and her husband will research the process of manufacturing the product; they will look at the existing market place and identify the competition.

One of Jean’s requirements is that the company that manufactures her product is environmentally friendly.



Instructions

You are required to investigate the viability of the Polestar product. Your study should identify the steps Jean will need to undertake if the Polestar 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 pole and polymer rudder
- potential impact on the home, workplace and built environment

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