

Senses Department Teams:

Product development/PR (Val, Garcia, Maria, Juan): initial product design with input from each student. They will create the product and pitch the idea to the rest of the investors (students) to gain their approval –changes will be made to suit the majority of the investors’ needs; take info from marketing team to redesign their product to meet needs of customers. The product will go through revision based on customer feedback/they will focus on creating and maintaining the image of their company as a whole (setting the standard of how the product is represented and sold –how the sales team dresses and communicates); developing an image of altruism and possibly a green image.

Marketing (Sim, Luis, Sanj, Tom, Gabo): will focus on market research and promoting the actual product: design and distribution of posters, flyers, online ads (KSI website (if possible), teacher’s and student blogs (?), radio time (replace class bell/music with our jingle), stickers, word-of-mouth...

Finance and Accounting (Sam, Seb, Seba, Portilla): will create a budget for the company, organize startup funds necessary to purchase materials (fund raise campaign, and funds from school and parents) as well as monitor and control flow of money (for purchase of supplies, advertising expenses etc.) – bookkeeping

Each student: will be responsible for taking turns selling and making the product as well as supporting needs of each team.