



Part (6): Choosing a Truck (Individual Work; turn in all pages of lab with HW3)

Your Name: (first and last): _____



Discuss these questions with your lab partner. Write a brief description of the Madison Longboard **Value Proposition, Revenue Model** and **Cost Model**. Then make your decision about which truck vendor to use ... and you must reach agreement with your partner. Show your selection by circling an "X" below, and then list what you consider the three reasons that make this the best choice.

What is the **Value Proposition** of Madison Longboard?

Describe your **Revenue Model**?
(How will you price your product?)

Describe your **Cost Model**?
(What worries you about costs?)

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It is possible that Sam and Adam could agree on the engineering calculations but disagree on the design of the longboard. Think about how Sam and Adam might design the longboard differently and the resulting **advantages** and **disadvantages** of each approach, then record your thoughts below:

| What is likely to be the important design decisions : ... to Sam | What may be the advantages of this approach? | What may be the disadvantages of this approach? |
|---|---|--|
| | | |
| ... to Adam | | |

Now, make your decision: circle an "X" under a vendor name for each truck

| Vendor: | Hawkwing | Munich | Road Cruiser | Mega-T |
|--------------------|-----------------|---------------|---------------------|---------------|
| Front Truck | X | X | X | X |
| Rear Truck | X | X | X | X |