

TEAM A - INDEX 02/05/2010

Executive summary

1. Introduction

- Definition of the project: the ideas [Shima technology] and the stakeholders involved
- Presentation of our research's activities and steps - project's milestones
- Organization of the work among teams and the three paths

2. User requirements and State of the art

- The state of the art of the fashion industry
- The state of the art of the incubators [Case Studies]

3. Market study and users needs

- How our idea can contribute to satisfy the gap in the services already offered
- Where is possible to locate our "INCUBATOR": Carpi? Milan? Biella? Turin?
- Definition of the choice and market supporting documentation/analysis

4. Our proposal

- Our vision
- Our mission
- Description of the concept
- Description of the 3D model

5. Business plan

- Strategy
- Marketing plan
- Financial plan

Conclusions

Bibliography