Prototype

The Watch

Project Concept Statement

INTRODUCTION

Product Description

The watch project combines the utility and functionality of a time measuring instrument with adaptability for any environment and situation.

Design Features

Designed to meet the demands of specific market, it's constructed for durability from differently selected, and if mixed precious metals. Keeping superior strength of the case and parts, and allowing for artistic expression in the decoration of the final product.

The case is designed to accept differently adaptable parts, which allow the watch to be used not only in different social situations, but even in different environmental conditions.

The case is finished either in steel or precious metal with polished or engraved surfaces, which outwardly creates an aesthetic design, still allowing for simple maintenance and everyday use. In fact, allowing simple daily up-keep and prescribed maintenance, with minimal wear and tear through service lifetime and after.

The main case is universally built, in mind to accept different calibers without the need for unnecessary changes or machining. Only adjustable parts are lugs and rings included with the watch set. A key feature of the watch is adaptability of design to end user, and compactness of the system, allowing the user to configure the watch for any situation or conditions.

Advantages & Benefits

The watch set allows end user to modify the instrument for any occasion or environment with ease, allowing for high precision without a need for professional or personal watchmaker. The technical solution and robust construction allows the watch to be an extremely adaptable for multitude of configurations.

Description of Proposed Project
The watch combines the utility and functionality of a time measuring instrument with adaptability for use in any environment and situation.
Proposed Project Name: WATCH
Background: The prime motivation for the watch project was to conceive and produce the product for the market, which can provide the ultimate utility and luxury in one, with minimal further development allowing for adaptability in technical functionality of product to be offered.
Business Problem: Engineering, technical side.
Goal: Successful (exclusive) limited serial production.
Business system concept: Synopsis of project and system approach as it is currently understood. ***A contract and partnership set for the development of prototype required for the project.***

Justification/Benefits for the project:	**Consistent with:**
1. Technical Innovation, **2.** Economic opportunity.	**Business Plan** _____ **Strategic Plan** _____ **Other:** Market overall philosophy

Assumptions/Constraints:

1. Market interest for the product can be extensive because of limitations for the concept of ownership. Combined with exclusivity connected with movement supplied by specific companies.
2. That the product will be classed on the market as any other luxury product.
3. Limitation which can arise from the technical side of a sense of construction and technical solutions.
4. Un-ability to provide watch movement set for the project.

Chance of Success	
Probability of Success:	**X** High / ☐ Medium / ☐ Low
Ability to Complete:	☐ High / **X** Medium / ☐ Low

Known Risks to Project Success

1. No-go for the concept –prototype**.**

2. Or no interest for the product.

Consequences of Not Performing Project: No direct consequences for the company and others in project or operations. Indirect consequences only from the partnership stand point.

Under What Circumstances Should this Project be Halted? Project should be halted only under excessive development or marketing cost. There is no commercial justification for serial production if these factors are involved.

Resource Needs	
Resources Available:	**Special Resource/Skill Needs:** Engineering knowledge and industrial capability to evaluate and proceed with production.
Estimated Cost for Prototype J: Proprietary **Source of Funding:** Personal **Only maximum estimated retail price evaluated.** Four incremental price steps in exponential levels	**Prototype start date: 2015 - 2017** **Production** **NO DATES SET!**

Tradeoffs: (M – Most Flexible, S – Somewhat Flexible, N – Not Flexible.

Resources: **S** / Schedule: **M** / Scope: **M**

Priority of this Project Compared to Current Portfolio: This project takes-no precedents over another and is only independent project/product.