IC_PBL of Service Design Profile

You are a CEO of an organization and have a duty to identify your organization's mission and generate new service business idea (opportunity discovery). Provide your own individual project for this concern.

1. Mission and Mission Statement: Provide a mission statement of a service organization that you are interested in.
2. Ideation (Opportunity Discovery): Provide an idea card (opportunity profile).
Refer an attached file for your reference: Elevator Pitch - Silicon Valley Way with SRI (Stanford Research Institute)’s NABC Approach.

IC_PBL of Service Design Profile

Company Name: HyU
Service Name: Hubs

Company Mission:

We’re dedicated
to improving the places where we live, work and play.

Your name CEO: David CW Lee

Pitching Your Idea (Opportunity)

Audience: Opportunity Pitch to Investment Bankers

HOOK: How many of you had experienced to stand and wait for your order before you get your order (all hands went up).
How many like it? (all hands went down)

CORE: You're not alone. Millions of people around the world also hate waiting for their ordering. My company, **HyU**, has developed a very simple, easy-to-use personal service buzzer tool we call **Hubs.** We're confident those many people around the world who hate waiting their ordering will want to buy Quicken.

CLOSE: When you consider that all these people will buy many units of Quicken app, it makes easy order a company you want to watch and invest in.

Service Product Design Profile

Description	
Need	
Approach	
Benefits	
Competition	

Make 1 or 2 sentences!