

## GLOBAL ON-LINE FINALS - CONCEPT PAPER TEMPLATE

### Project Team Details

**Team Number** (as assigned to your team):

**Team Name** (come up with a good one):

Sauna Lions

**Team Members** (list the name of people in your team):

Jenni Järvinen

Casper Råmark

Veera Saarinen

Miika Hellemaa

**Team Contact** (name of the contact person, e-mail, mobile phone accessible during the event):

Jenni Järvinen, [jennuli0311@gmail.com](mailto:jennuli0311@gmail.com), +358 45 690 1395

### Proposed Solution (service, product, or innovation)

**Executive Summary** (brief description: what is it and for whom?):

Nokia Ukko; a premium smart phone model. A super smartphone that withstands everything. Made for people who want to have a long-lasting and nice looking phone.

**Innovation** (describe the innovative character of your solution):

It will withstand freeze, dust, heat. It works fast, it has a great battery life and it has a strong glass and aluminum frame. All in the same package!

**Detailed Description** (design/functions/features/benefits):

It includes all the things mentioned earlier. For example, the strong glass and aluminum frame. It also has a great camera and lots of memory. The phone will be light and strong. This phone can also be found even if it is switched off. Moreover, what is best, some of the parts will be produced in Finland.

**Target group(s)** (who is the user of the solution? who will pay for or invest in the solution? who decides on buying/investing in the solution?):

Children: The phone is strong and you can track it.  
Adults: The phone is long lasting.  
Teenagers: The phone has a great camera and it is fast.

**Needs** (what needs will the solution fulfill?):

The needs are not always the same for all the target groups but it will give people solution to their problems with current phones. Like shattered screen, little amount of memory or a slow phone.

With Ukko you can get all those in one package.



## Feasibility

**Uniqueness** (compared to other solutions that are available: what is so special about yours? what distinguishes your solution from the others? what makes your solution more attractive?):

The phone is extremely strong but at the same time it is nice looking. Name Ukko comes from ancient religion of Finland where Ukko is the name of supreme god.

**Marketing** (how do you intend to market your solution? how will you make sure the end user has access to the solution? how will you make sure the end user wants and is able to make full use of the solution?):

We are going to advertise Ukko on tv, in social media and with facias.

**Finances** (what are the costs to produce/provide the solution? what is the investment the buyer has to make to make the solution work? you do not need to quantify these, just note down your thoughts or areas of investment/cost categories):

Components, features and marketing are going to cost a lot of money. The phone is going to cost 1000€

**Implementation** (how will your solution be produced/implemented? does your solution require any particular technology?):

Ukko will be made in Finland.