

TEAM FREE

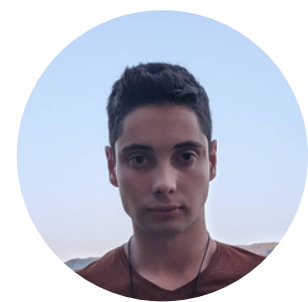
Interim presentation



Silvia



Gabriel



Nikola



Marcel



Anastasia

A Flexible Home Desk



PROBLEM

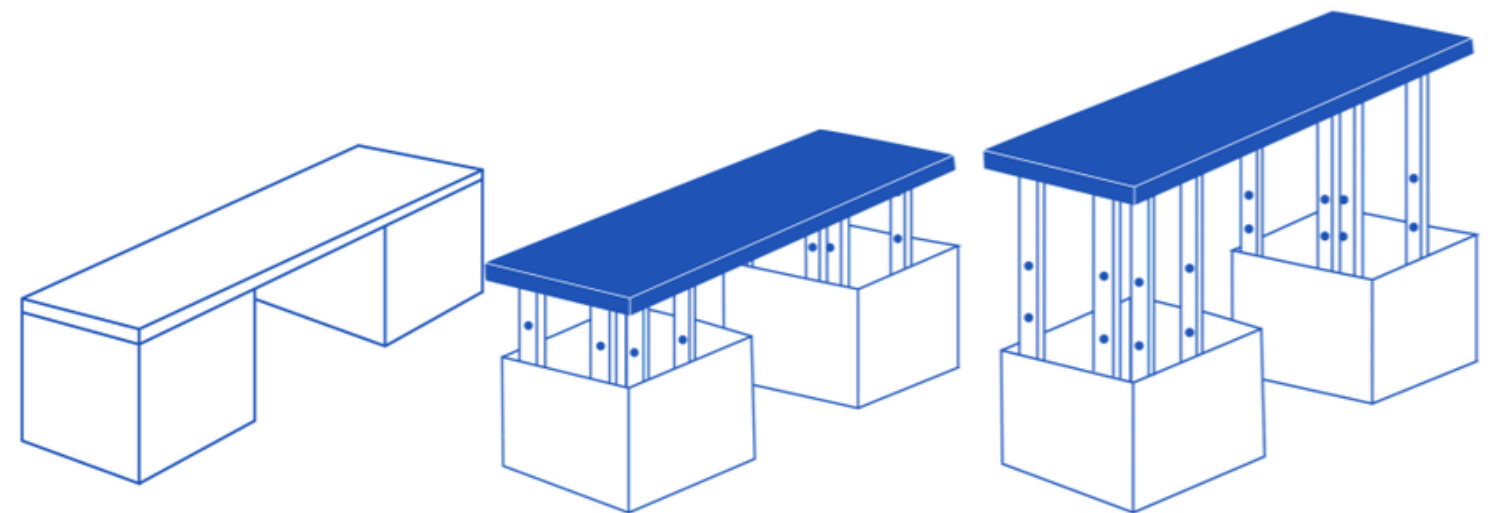
- shift to **working-from-home** model
- **small** living



SOLUTION



a **three levels adjustable desk** that helps users **save space** and **be productive**



PROJECT MANAGEMENT



Scope



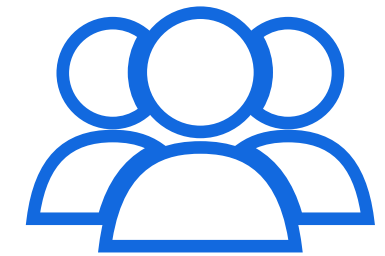
Time



Cost



Quality



People



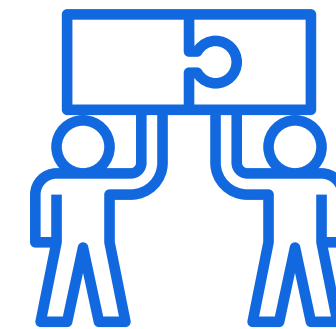
Communication



Risk



Procurement



Stakeholders



STATE OF THE ART



TRANSFORMABLE



WFH



ERGONOMIC

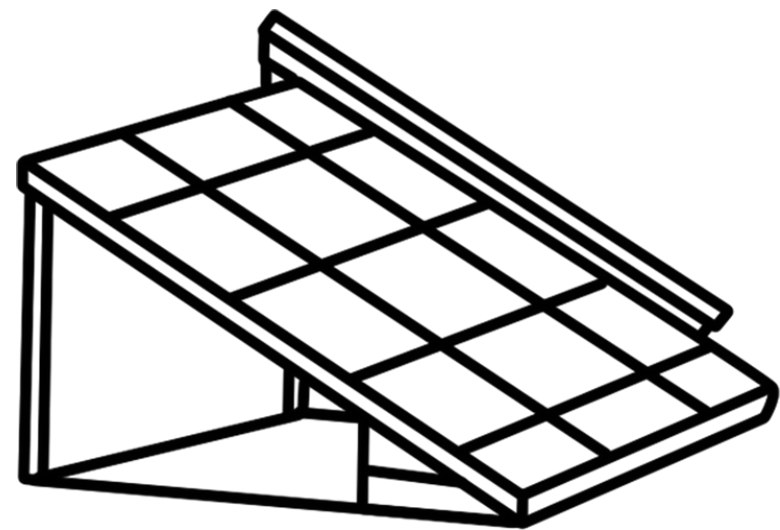


MARKETING PLAN

- **MICRO/MACRO**
- **STRATEGY**
- **TARGETING**
- **BRAND**



SUSTAINABILITY



ECO-EFFICIENCY

+



SUSTAINABILITY



ENVIRONMENTAL

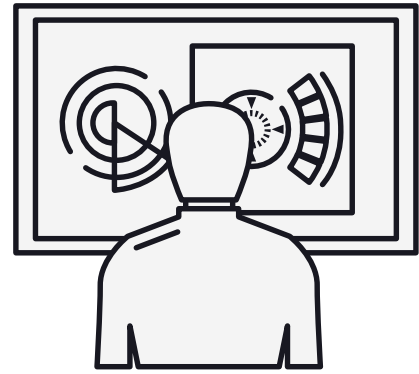


ECONOMIC



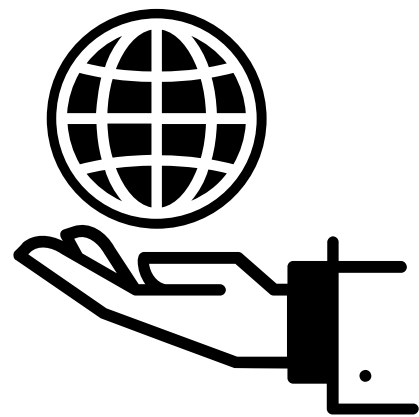
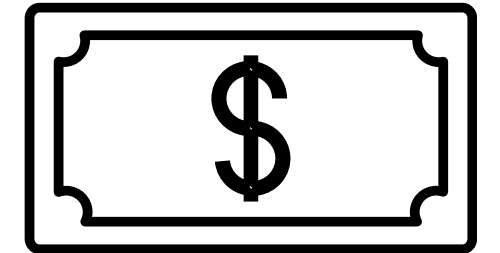
SOCIAL

ETHICS & DEONTOLOGY



Building our professional reputation on the merit of our services.

Striving towards an honest and transparent marketing attitude.

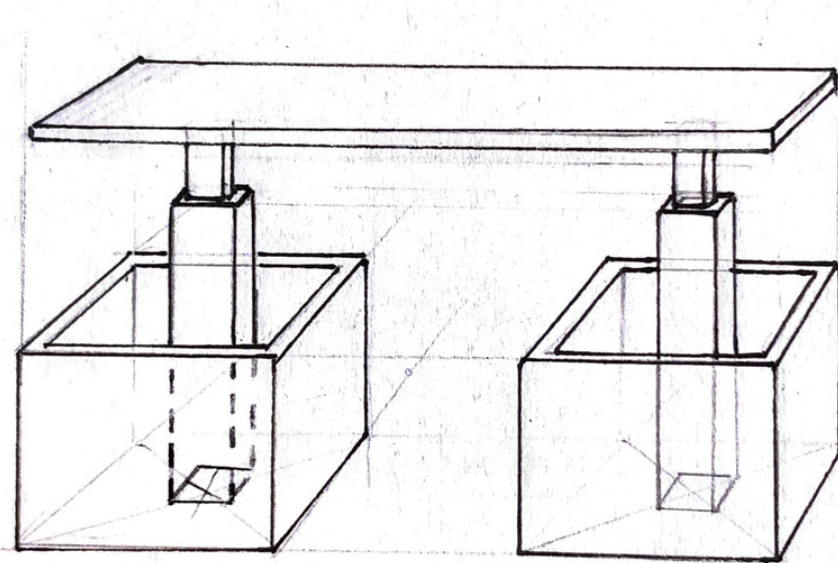
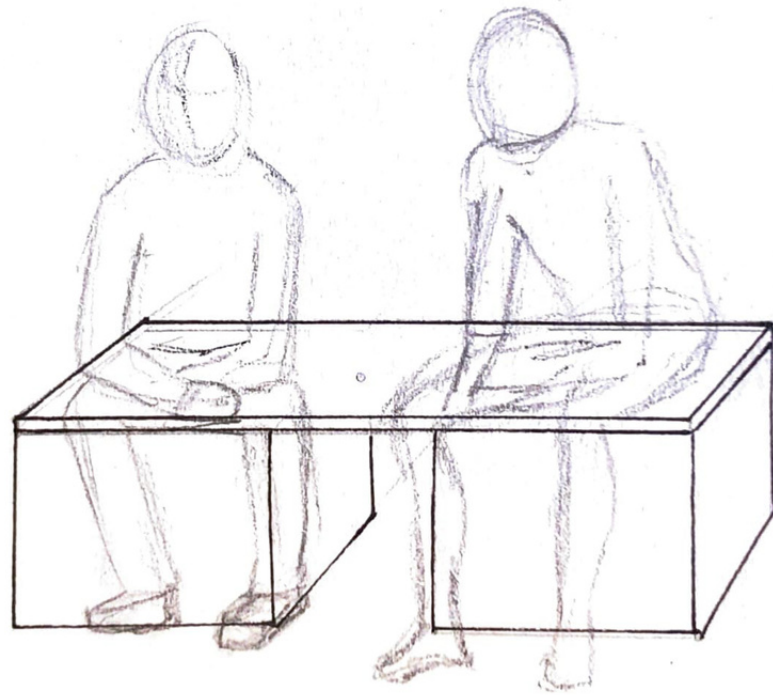


Using eco-friendly materials.

Following all European Union directives.

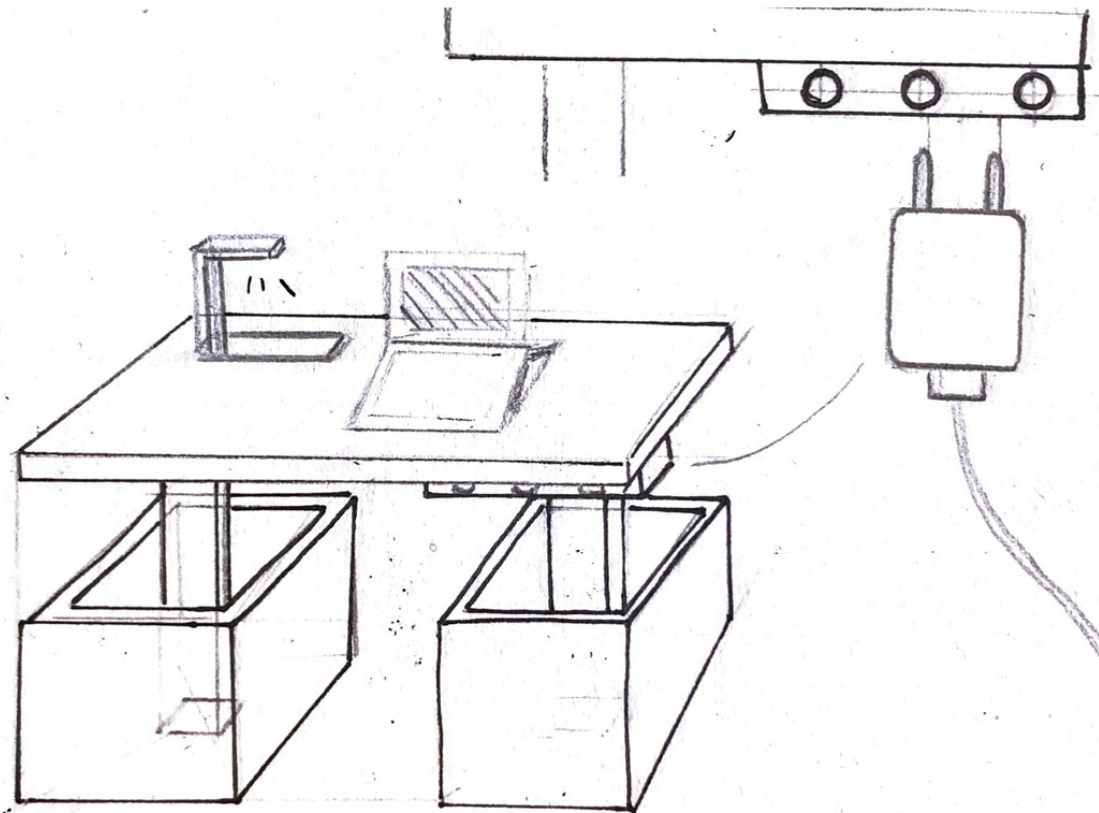


PROPOSED SOLUTION



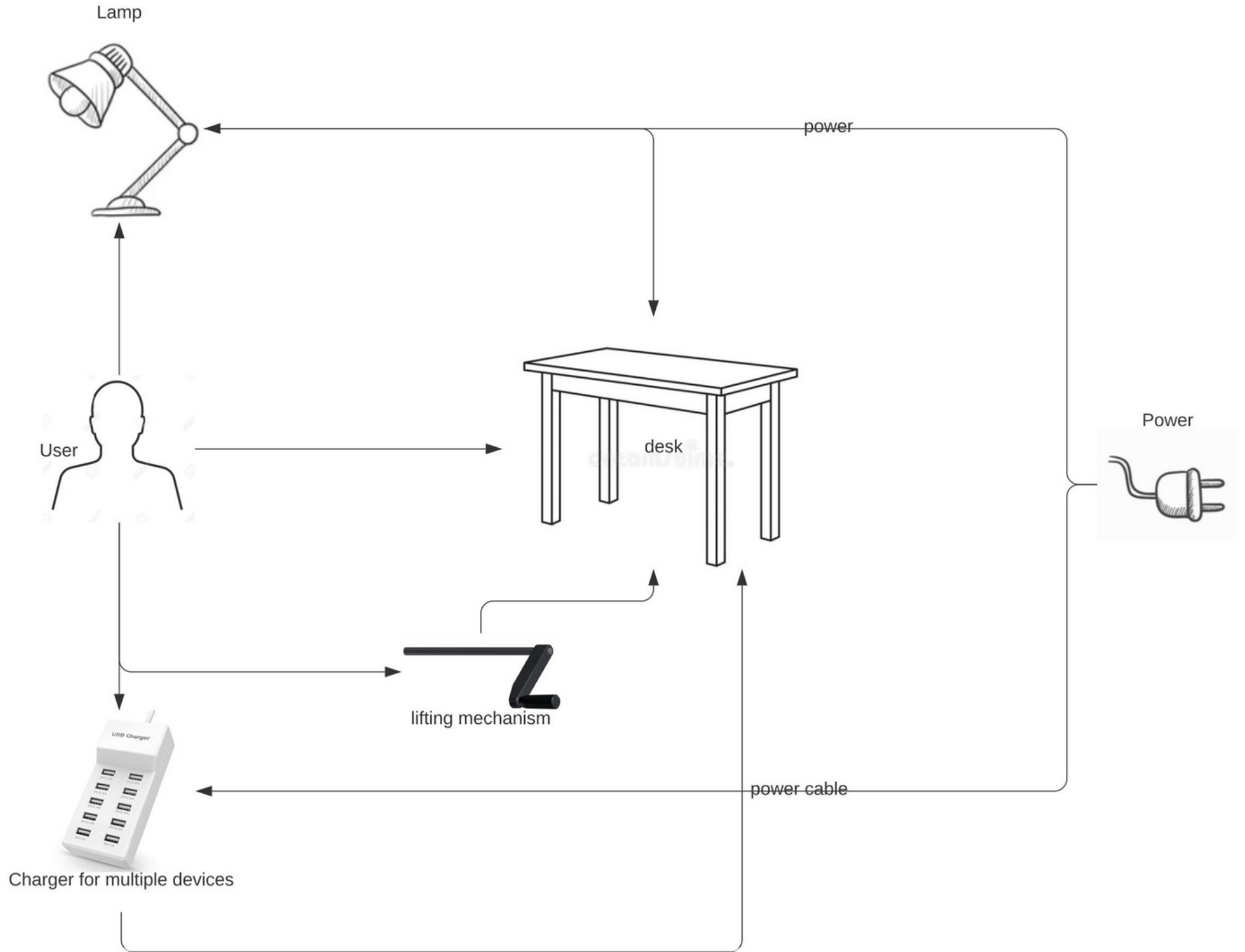
- **3 POSSIBLE HEIGHTS**
- **MANUALLY & ELECTRICALLY ADJUSTABLE**
- **ERGONOMIC**

PROPOSED SOLUTION



- ROOM FOR STORAGE
- CHARGING PORTS
- INCLINATION ANGLE
- BUILT IN DESK LAMP


BLACK BOX



MODEL



WHAT TO DO NEXT?

- 
- Decide on which mechanism we will use.
 - Decide on which materials we will use.
 - Architecture of the desk.
 - Figuring out the marketing strategy.

**THANK YOU
FOR YOUR
ATTENTION**