Bid for project "Icarus"

You are a team inside **a platform-owner company**. You can think of any platform online, from social media to on-line shopping websites or other portals, through which you can offer services, products, contents, community-building activities, gaming etc.

The management recently announced a call for applications to launch a new project called "Icarus" and your team wants to participate so to receive **the leadership/direction** of it.

"Icarus" is a project still quite unstructured that the management wants to promote and also integrate/redefine with the support of the wining team. The general aim of the project is increasing **customer satisfaction**, in any way you consider possible.

According to the structure also presented in the syllabus, your team has to prepare a presentation to impress the management about your way of leading the project. The presentation must contain the following elements:

1.  First slide, with the title and the names of the students belonging to the group should be reported;

2.  One or more introductory slides to clearly define what is your idea and implementation of the "Icarus" project. What actions/plans will you implement to increase customer satisfaction?;

3.  The first part of the presentation should be about your team characteristics, mentioning possible excellence of your individual team members and of your team as a whole. What are your individual and group strengths? How do you deal with weakness? (if any);

4.  The second part of the presentation should report why your team, especially in terms of individuals' and group's excellences/skills/specific behaviours, would be able to succeed in such a task. Why will your team be successful in leading this project?

5.  One or more slides reporting your suggested compensation plan for the project. Please emphasise why this plan is particularly proper for the task and for your team.

6.  One closing slide with the final remarks.


Good luck teams!!