Model 5

MARKET STRATEGY

I. Introduction Plan

A. Press visits (first week, April)

B. Pre-FASEB mailing

C. FASEB (April 16)

D. Ad in 'Science' (May →)

E. Field Training (April)

F. Demo availability ???

$\bar{x}, \ s_x$

$y = a + bx$

2 Variable

Transgenerations

Nested Designs

Contrasts

MLR

$\left.\begin{array}{c} \bar{x}, \ \bar{y} \\ s_x, \ s_y \end{array}\right\} R$

Higher Order AOV

Bigger Curve
Fitting Models

Nonparametric

Control Charting

$y = ae^{bx}, \ \text{etc.}, \ r^2$

Polynomial Regression

Data Plotting

Hypothesis
Testing

t, F

Histogramming

Model 5

One Way AOV
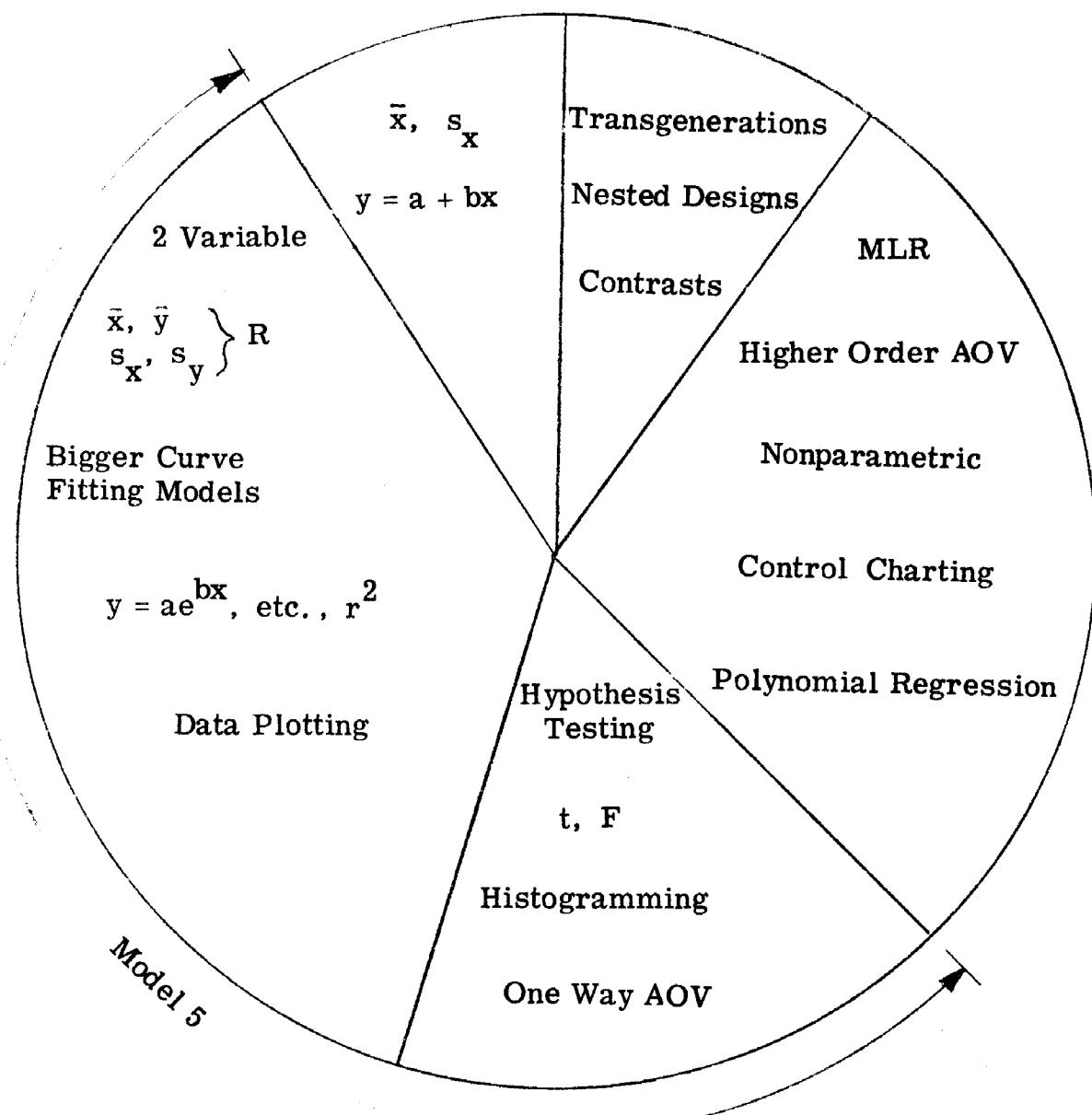
MODEL 5 FEATURES

I.   Fixed set of Problem Solutions

II. Simple Operation

III. Printer with Stat symbols

IV. Plotter Expandable

V.   Contributions

      A. Histogramming
      B. Parabolic Curve Fitting

Model 5

1. Small dedicated calculator

2. Fixed problem set.

3. a) ROM
   b) Advanced Module (no future expansions)

4. Very competitive at Low End.

5. Intense Direct Marketing.

6. Narrow price range ($1300 - $2000)

MODEL 10

1. Extensive Software Support

    Stat Pacs Volume 1 and 2

    Nonparametric Stat Pac

    Q. A. Pac

    Typewriter Stat Pac

    Reliability Pac

    Plotter Stat Pac   Summer 73

    Stat Pac Vol. 3

2. Extensive Promotion

    a. Advertisements

   b. Trade Shows

3. Wide price range ($2475 --►)

MODEL 20

1. Basic R and D Support

   a. Stat Pac Vol. 1

   b. Stat Pac Vol. 2 (summer 73)

2. NO Stat ROM planned

MODEL 30

1. Aggressive Software Plan

2. To compete with 'Timeshare'

3. High price solution   ($5975 --➤)

Model 5

Model 30
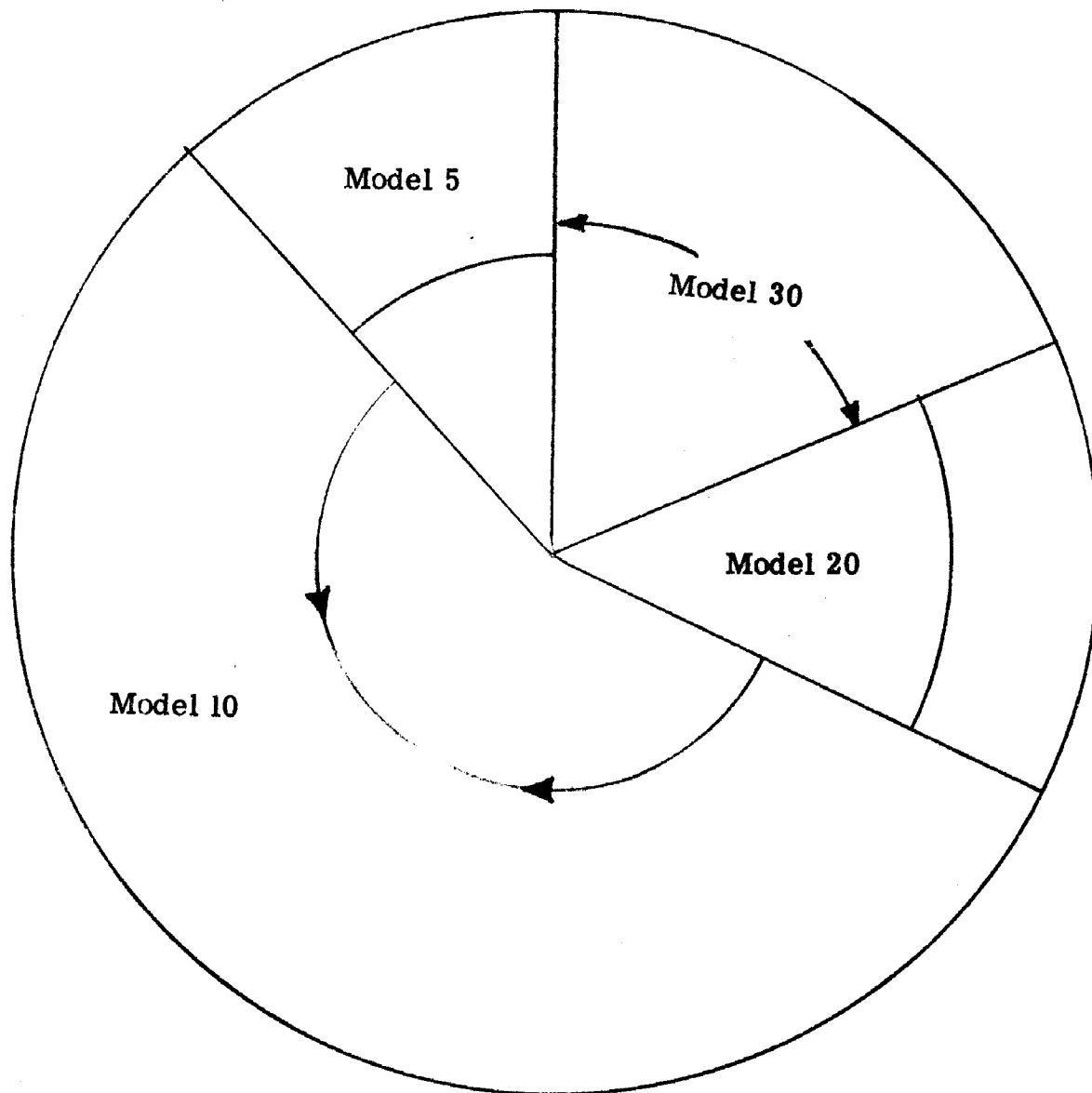
Model 20

Model 10

	Model 5	Model 10	Model 20	Model 30
Problem Solving	Fixed Set - Small problems	Small to Complex Open set	Small to Moderate	Complex Open set
Future Support Software	None	Extensive - more software - Vol. 3 Reliability, Plotter Pac	Limited Vol. 2 -	Extensive
Promotional Support	Low Cost - Low End Ads - Direct Marketing	Vertical Ads. Direct Mailing for peripherals	None	Limited to standard R/D
Price Range	$1300-$2000 Narrow	$2475 --	$4900--	$5975--
Customer Sophistication	Low	Low→high	Low→high	High→low