

## Puu-28.4040 Developing Competitive Wood Products

Examination on Monday, 13. December 2010

Answer each of the four essays below. You may answer in English or in Finnish. Pay attention to the flow of the text and organize your text logically into paragraphs.

1. R&D of wood product industry according Klus and Hirvensalo; give an example and explain what happens, when projects are carried out in:
  - 1.1. basic research, (2 points)
  - 1.2. applied research and (2 points)
  - 1.3. product development. (2 points)
2. Which are the five (5) actions needed for CE marking of a product? (6 points)
3. Explain what means "Chasm" in product development according G. Moore! Why it is so critical! Give an example! (6 points)
4. What is the Systematic Innovation Structure according Klus and Hirvensalo? How it should be completed during the development process of the new product in its four steps according Kairi? (9 points)

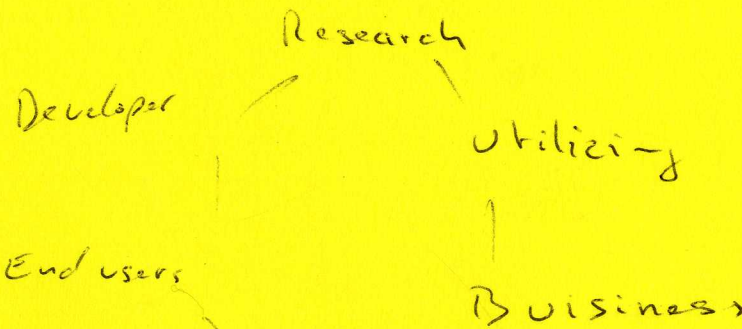
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- proof of the concept
- feasibility study
- pilot plant
- industrial stage
- breakthrough

Needs  
changes in needs

launch

Solving problem  
maintain  
Core the  
Symptoms