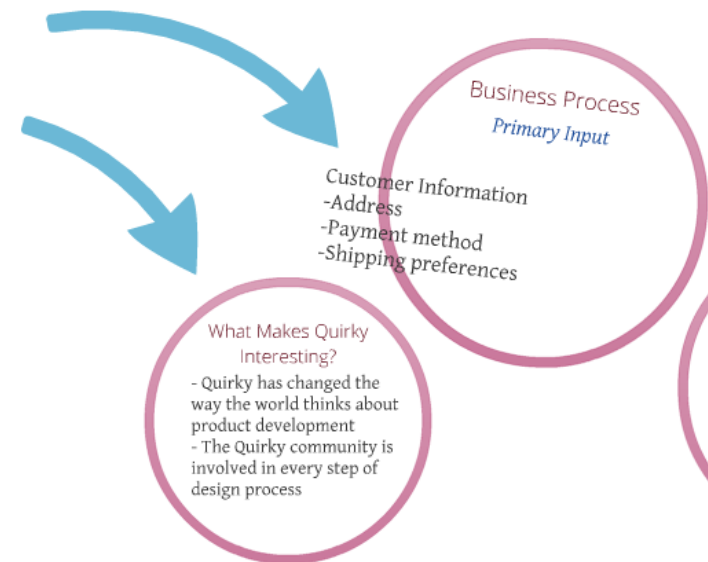
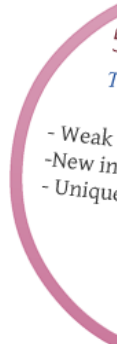
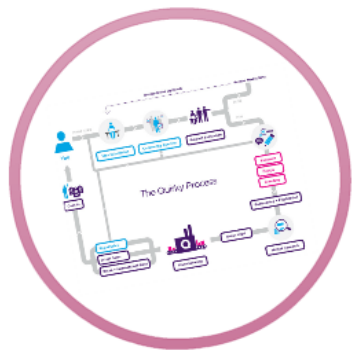


TheCaseSolutions.com



The Quirky Business Process

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Zack Hansen Juliano Rapoza

Background

- Est. 2009 in New York City by Ben Kaufman
- Mission: to make inventions accessible
- Kaufman was inspired by his first company, Mophie





What Makes Quirky Interesting?

- Quirky has changed the way the world thinks about product development
- The Quirky community is involved in every step of design process

Quirky Process

<http://vimeo.com/30313733>

Business Process

Primary Input

Customer Information

-Address

-Payment method

-Shipping preferences

Quirky