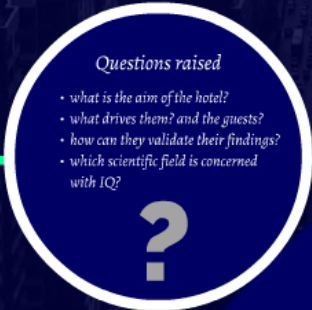


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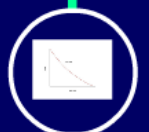
Real world

TOK world



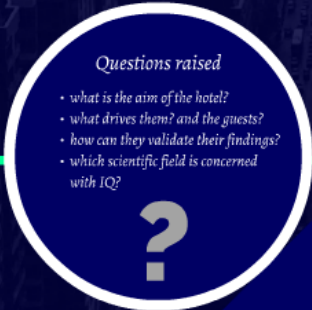
TOK world

Real world



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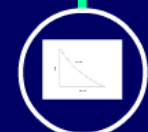
Real world

TOK world



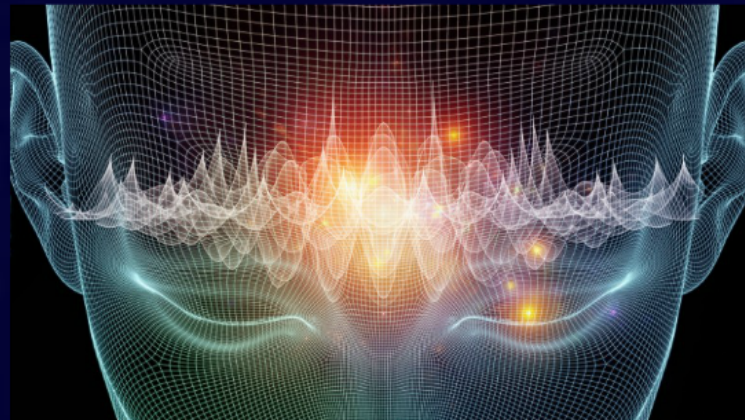
TOK world

Real world



Hotels want to boost your IQ

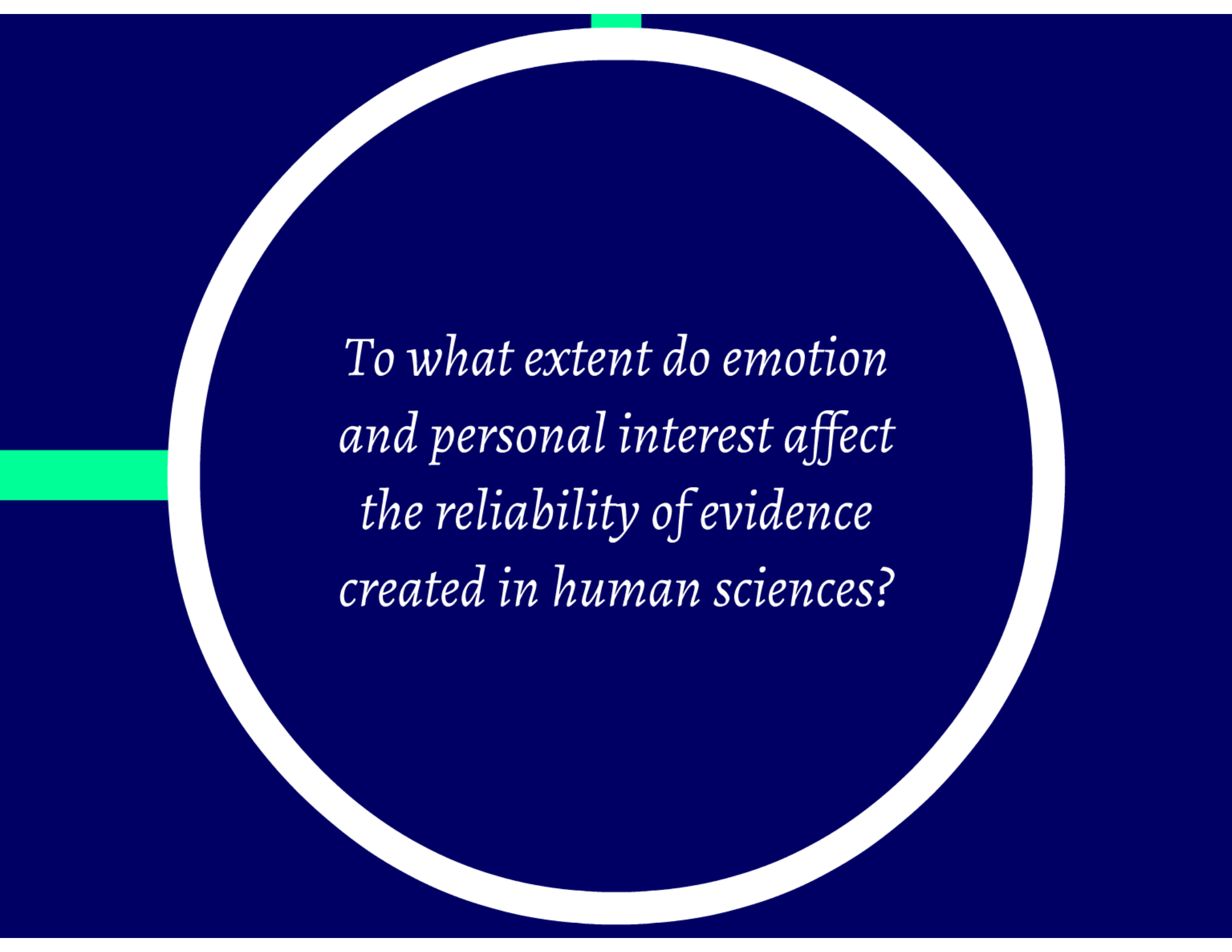
- *Hotel experiences aim for travelers to leave feeling smarter, more productive and more energized*
- *guests are working in high-profile, high-intensity profession, so their brains need to be in peak condition*
- *in-house neuroscientist, Brain Power package*



Questions raised

- *what is the aim of the hotel?*
- *what drives them? and the guests?*
- *how can they validate their findings?*
- *which scientific field is concerned with IQ?*





*To what extent do emotion
and personal interest affect
the reliability of evidence
created in human sciences?*

*Observer and observed are
both influenced*



Rapid growth & Career dreams

- *Internet enabled rapid growth of firms*
- *In order to be successful a hypothesis has to be proven foremost, which implies hasty evaluations and experiments*
- *The vast majority the market researches conducted by start-ups could not be replicated*

or, just think about your Bio IA

Confirmation bias

- *People embrace the information that support their belief and ignore the ones that don't*
- *In the hope of fame or financial gain scientists come up with hypothesis but they only consider favorable results*
- *This makes the evaluation of the experiments emotionally biased*