

Juicero Case Study

The Juicero Company is an example of a new technology and company that started with a great deal of optimism but did not find lasting success in the marketplace. Let's explore the case and see what we can find on the strength of the product itself and the business model for the venture.



Here are a few links to video clips and stories on Juicero (all links good on Dec 10, 2018)

<https://www.youtube.com/watch?v=X1oHp-VvhDE>

<https://medium.com/@Juicero/a-note-from-juiceros-new-ceo-cb23a1462b03>

<https://techcrunch.com/2016/03/31/investors-pour-70-million-into-juicero-a-smart-kitchen-appliance-maker/>

<https://www.theatlantic.com/business/archive/2017/04/juicero-lessons/523896/>

<https://www.nytimes.com/2017/09/01/technology/juicero-start-up-shuts-down.html>

- a) Considering the information from the reading and video clips, prepare a Business Model Canvas for the Juicero Company.
- b) Considering the information from the reading and video clips, prepare a Stakeholder/Feature table and a Features/Designs table.
- c) Using the information from a. and b. and the source material, propose an argument for why the Juicero venture had the potential to be very successful. What were the positive signs?
- d) Using the information from a. and b. and the source material, propose an argument for why the Juicero venture looked like it may not be successful? What were the warning signs?
- e) How did they do on the product? What 'job' does it perform (verb+noun), what solutions were available before, and was it 'better' than competing offerings.
- f) How did they do on business model? Were they able to answer this question: *are there customers interested in our offering and can we develop a profitable, scalable business model?*
- g) Do you think the fresh juice opportunity is still viable with a different product or business model concept?