

## Optical Distortion Case Questions

1. Will it be difficult to encourage farmers to try the new product?
2. If you were responsible for writing the business plan for this product, how accurate would your demand forecasts be? What features of this product make it easy/hard to predict demand?
3. What resources does ODI have and what key resources does it lack?
4. What features of the contract between ODI and New World help to ensure an efficient outcome that benefits both firms?
5. Would now be a good time to sell the company?
6. If you retained ownership of the company what would you do next?
7. If you wanted to conduct a large commercial trial, who would you invite to participate in the trial?

Note: I have not asked you to do any calculations or predict the optimal price.