



G-Lab 2019

Fortaleza, Brazil / Amsterdam, Netherlands



Ross Desmarais Ashton Imlay Dan Kessler Kevin Yu

OVERVIEW



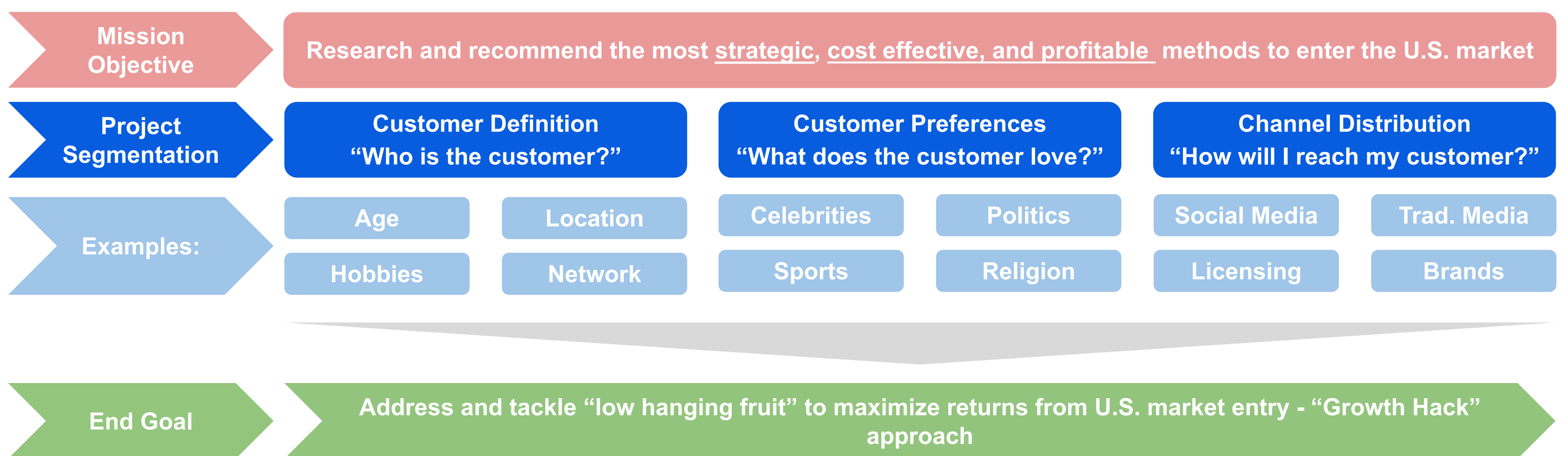
Goal:

Formulate a new market entry roadmap for the United States.

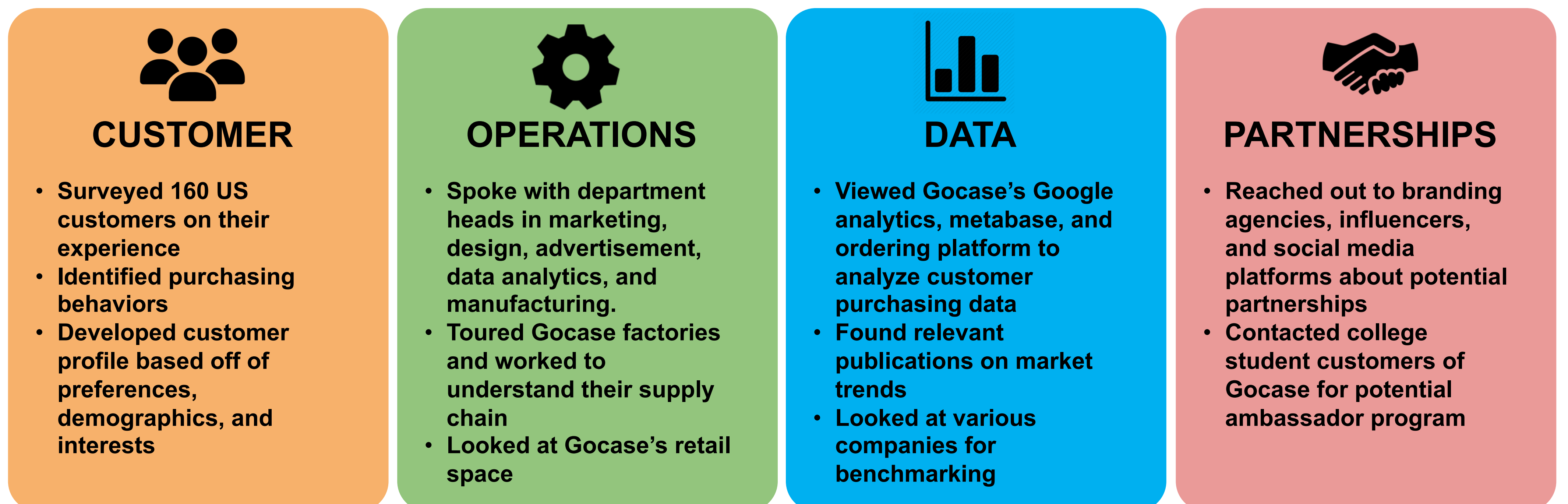
Background:

Gocase develops highly customizable consumer electronics accessories, with primary product emphasis on cell phone cases. Gocase operates and sells products in Brazil and Europe.

PROJECT BREAKDOWN



RESEARCH



RECOMMENDATIONS

