

Executive Summary

Proxima Command is an immersive, one of a kind simulation experience. It provides its customers with an unparalleled team experience of collaborating to complete missions in either a space ship simulator, with 27 screens or a space command centre. The business has been growing since its inception in 2016, and is reaching a point where exposure and expansion are critical to continue building upon its current success. To support the organization in this next phase, the project team was tasked with developing innovative income streams or exposure mechanisms to continue the growth trajectory.

To identify and innovate on the existing success of Proxima Command, the team approached the problems through customer focused, market focused, and income focused research streams. Each of these areas relied on background research and innovation techniques to identify what could be enhanced or lateral products that could be used to promote growth.

Potential alternatives were broken down in the same three areas of focus, and analyzed based on four (4) of the following factors, in order of importance: exposure, potential income, potential cost, and perceived complexity. After analyzing and comparing the alternatives, the project team developed a list of recommendations, and groups recommendations into short, medium, and long term plans to support continued increases in income, followed by larger projects to increase exposure.