



PRODUCT DEVELOPMENT PROJECT

The **Product Development Project (PDP)** is a student project course at Aalto University (FI) designed to solve product development challenges presented by companies.

Challenges may relate to market changes, cost reduction, innovating working conditions of employees, as well as investigating early ideas of business cases. Projects are planned together by companies (seekers) and multidisciplinary teams of students. **Projects are funded** by the University with a 10K€ budget, and teams are managed by students who took part to previous editions of the initiative.

The initiative lasts eight months and ends with a public **exposition involving thousands visitors** and a Product Design Gala: here teams present their final functional prototypes of tangible products or service solutions, and seeker companies benefit from media coverage. Companies own the whole concept and materials of the project.

PdP is hosted by **Aalto Design Factory**, an experimental co-creation platform of Aalto University (FI). Full documentation is available to support your agency adopting this initiative. To know more about its please contact the Design Factory of Aalto University:

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