

Chapter 3 - Where Are You On the Curve?

Chapter 3 - Where Are You On the Curve? (Curves Part I)

Synopsis: Resource allocation has significant effects on the trajectory of a product, brand, or company during its flight from launch to landing. There are clear signs that indicate the position of a Product, Program, Brand, or Business during its Life Cycle. In this chapter we will explore two curves that help us understand the status of a single product or an entire business.

Useful Links:

NASA

The equations used to plot the launch trajectories from any first year physics textbook: 1. V_{ox} = Initial velocity along the X –axis 2. V_{oy} = Initial velocity along the Y –axis 3. $(V_{oy})^2/2g = h$ = height, distance along the y-axis (g = gravity) 4. $2(V_{oy})/g = t$ = time of flight 5. $V_{ox} * t = r$ = range, distance along the horizon or x-axis 6. $(2/3)*h*r = a$ = area under the curve (parabola)