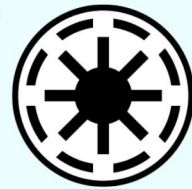
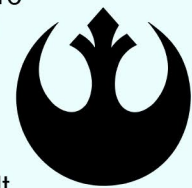
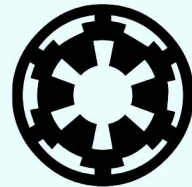


ECONOMIC DATA

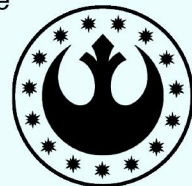
Context: The economy of the old Galactic Republic was highly dependent upon companies developed to serve the needs of space exploration, asteroid and planetary resource harvesting, and new planet colonization. A new emperor, Darth Vader, has inherited the throne of the new Galactic Empire from Supreme Chancellor Palpatine and threatens to destroy any planet who does not join the empire. The economy has quickly shifted to supply rebel and Imperial forces. Companies who build new weapons, fighter and battle ships, and supply transport are fairing exceedingly well in this new, war-torn economy. Rebel forces have made it their mission to protect the hard working people of the former Galactic Republic. They stand guard at threatened planets so people may continue to earn a living innovating new products and services for the government they ally with.



Soon after Vader took control of the empire, he demanded higher taxes on all non-Empire allied companies and workers. Many of the Anti-Empire Citizens (AEC) rebelled against the Empire's decision and attempted to hold back an Imperial military cruiser landing on Ghorman. The cruiser killed several citizens leading to a major outbreak of anti-Empire sentiment and further rebellion. The Unionized Galactic Rebels (UGR) attempted a full on secession. The result has been a deadly civil war fought throughout Imperial habitable zones, focused heavily on Yavin, Hoth, and Endor. A few attacks have been aimed at Death Star II, but those were quickly squelched before damage was inflicted. The once loosely affiliated rebel militias had long before banded together and built large supplies of heavy artillery forming the Alliance to restore the Republic.



Most of the products and services used by the Empire are designed and built by the Dark Side manufacturers who focus heavily on cruisers, heavy weaponry, large drive systems, and heavy shielding for Death Star II. Rebel companies are building weapons, supply chain infrastructure, small fighter vehicles and drive systems, and housing or base structures. The companies asking for investment are from either side of the Empire/Rebel line. The Galactic Bank is a non-partisan economy building corporation. We have asked that the companies seeking investment not state their allegiances out of fairness to business



Currency Conversion Rates (Relative to US Dollar)		
Rebel/Republic Currency	Imperial Credits	US Dollar
0.75	2.5	1

Your Mission:

1. Decide which side you will develop products, services, or infrastructures for.
2. Develop ideas to meet the needs of the side you have chosen.
3. Develop specific products, services, or infrastructures by applying what you know about the design thinking process (hint: start with empathy).
4. Develop a logo, name, and slogan to brand your company.
5. Create rapid prototypes of your product, service or infrastructure to quickly iterate.
6. Write a design brief outlining the value of your product, service, or infrastructure to your target demographic (include an introduction paragraph, cost/benefit analysis, parts and manufacturing budget and orthographic projections).
7. Present your design brief to the Galactic Bank and Venture Capitalists to get feedback and capital to move forward with your designs.
8. Develop the final product, service, or infrastructure for display in public and on the internet.
Final displays can be physical models, 3D digital models, game-based prototypes, maps, eBooks, videos, augmented or virtual reality displays, etc. Check with your teacher before building your final model to make sure it meets the needs of the project.

Use the design thinking process below to help you better understand where to start and how to proceed throughout the project. If you need more help with Design Thinking and rapid prototyping, watch the video at <http://designthinkingmovie.com/>.

