15.965 Technology Strategy (Spring 2009)

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Class 11: Danger

Please note that you are *not* required to submit a write-up. However, writing down your thoughts may help you during class discussion.

Danger adopted a rather different strategy, and created a complete solution that enabled mobile network operators to offer innovative and affordable voice and data products to their customers (end users) over next-generation networks. At the time of the case, Danger now needs to build a portfolio of strategic relationships that will help to bring its technology to mainstream markets.

As a result, when you are reading and reviewing the case, please think about three key issues that face Danger's top management:

- who are the most attractive potential partners to design and manufacture devices for Danger?

- who amongst the worlds' many mobile network operators, and where and when, should Danger be targeting to create mobile data services based on its platform?

- how can Danger develop trust and collaborate effectively with prospective partners who are also in fierce competition with each other?

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