



Grand Challenge Product/Service Proposal Presentation
Due In-Class: Week 5 (Feb. 29 – Mar. 3)

Overview:

Now that you have researched your Grand Challenge topic, it's time to develop some ideas on business opportunities in the field of your Grand Challenge. In small groups, designated by your peer advisor, you will put together an outline for a product/service that you would like to implement into the market. Once all of the groups in your team have presented, your team will choose the product/service that you want to move forward with. This presentation will lay the groundwork for your entire team's business plan project that will be due at the end of April for the Undergraduate Research Conference.

Requirements:

1. Put together a supporting visual that documents the following:
 - a. What is the envisioned product or service and what does it do?
 - b. What benefits does it bring to the customer?
 - c. Are there any competitive products or services currently on the market?
 - i. If so, why will customers purchase your product or service? What makes your product/service unique?
 - ii. If not, are there any companies currently pursuing a product or service like this? How will you educate the market on your product/service?
 - d. What is the underlying technology (if any) for your product or service? What advances need to be made (if any) to what is being done in the market already?
 - e. What is your initial target market for your product/service and what is the market like?
 - f. What are the barriers or challenges of entering and competing in your initial market? How will you work around them?
 - g. How will your business generate revenue? What are the costs to launch and sustain your business?
 - h. How might your product or service contribute to a more sustainable economy, a more sustainable environment or otherwise contribute to society?
2. Everyone in the group must speak during the presentation.
3. The presentation must last between 6-8 minutes.
4. Presenters must wear business casual attire.