

Entrepreneurial Design Realization (ENES 401)

The purpose of the EDR course is to bring Sustainability projects to the public domain. There are many steps needed to turn a prototype into a revenue generating product that is sufficient to make an impact.

This semester calls for a full exploration in determining who are the stakeholders -government, consumers, manufacturers, VCs/funders? What kind of business will it be? What does the marketplace look like? Who is the target audience for this product? How do you fund the “business” – sell the license, start-up funding? Sources of funding – VC, government contract, grants, etc.? What’s required for scaling up this product?

Potential projects could be: utensil holders for people with Parkinsons, a sustainable method for cooling farm animals, STEM kits for middle school students, transportable foot sensitivity tester for the VA, etc.

The team will be composed of business and technical/engineering students. This will be an interactive effort among the team. Design is a common language that everyone can speak. Business conversations and decisions will be made by all.

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