

09 Initial Project Ideas

Regarding this written assignment: Does not have to be your final idea! There will be opportunity to narrow idea down to one idea for team to present to the class.

For the SI480 project, your team will design a business addressing a problem or seizing an opportunity created by evolving challenges in one of the two following extrapolation/fundamental shift areas:

- **Climate Change**
- **COVID-19 Pandemic**

The point of our last class was for you to gain some practice with (and confidence in) exploring a wide range of applications and infrastructure demands when you consider a specific extrapolation area.

In this assignment you will consider an extrapolation point (using one of the 2 categories I have listed above) and develop some business ideas for it. Use any approach you can think of but do enough research to get confidence that whatever ideas you develop can matter.

Assignment Deliverables:

Slide 1- Team name, contributors, fundamental shift area

Slide 2- Develop a fundamental shift map (as we did in class with the drone) with core fundamental shift, major groupings of ideas and several detailed ideas in each for your chosen fundamental shift area. Do not be afraid to come up with a range of detailed ideas – from conservative & thoughtful to a bit crazy. This is the early stage of idea development – free your mind. Remember that something you write might be a good catalyst for a discussion that leads to a spectacular project.

Slides 3-8- Select 3 of the detailed ideas and create additional bulletized slides (no more than 2 for each idea) that describes:

- What is the nature of your innovative idea?
- What problem does it solve?
- What is the value it creates and for whom? There may be more than one constituent.
- Who will have the greatest perceived need in relation to your idea?
- Are there any areas where it could be part of a broader range of concepts through extrapolation?

Also remember to present a clear sense of what you mean. For example, “save water” isn’t nearly as helpful as “develop high capacity clothes washers that save and re-use rinse water to be used as the wash water for a subsequent load.” You would also be wise to do a rough estimate of the amount of

water that might be saved with such a product to support the suggestion as you talk it over with the rest of your team.

BE SURE TO NAME WHATEVER YOU UPLOAD IN THE FORM:

<Assignment#><name>

That is, for this assignment, my submission would be “09YadavPriya.”

If you do not use this naming convention, I may have trouble finding it.