

Lecture 9: Market Your Project



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Team Forming

☐ We have opened 12 breakout rooms

- ☐ Zoom: <https://utah.zoom.us/j/2468214418>
- ☐ 1-9 are assigned for teams from last week
- ☐ 10-11 are placeholder for new ideas
- ☐ 12 is the brainstorm area (incl thesis track ppl)

☐ Go a bit deeper to your project details today

- ☐ <https://docs.google.com/spreadsheets/d/1JfWZkEyoXdVLtHkiwOqk24G7WVhLWMCP113cSe9fgsQ/edit#gid=590281948>
- ☐ Discuss the potential market of your project
 - Who are your potential customers if you commercialize it?
- ☐ Discuss the monetary items of your project
 - What are the items you need to purchase in your project?
- ☐ Modify your announcement to include the two items

Identify Your Potential Customers

☐ **Ask yourself first, will you buy it?**

- ☐ #1: how does it simplify my life?
- ☐ #2: how does it help with my job?
- ☐ #3: how does it make me happy, free, and successful?

☐ **Advertisement – create a website**

- ☐ Part of your assignment #3 (1st version due next Fri)
- ☐ If you have a tasty cake, make it look tasty

☐ **Networking**

- ☐ Each team selects a *salesman* to stay in your room
- ☐ Others hop over different rooms to
 - talk to the salesman
 - Select three projects you want to buy

To Get You Off the Ground

☐ **Step #1: spend 15 mins to figure out**

- ☐ A rough budget (no need to be very precise now)
- ☐ A target market to sell your project

☐ **Step #2: spend the rest of the time**

- ☐ Each team selects a salesman
 - Try to develop an elevator pitch for the project
- ☐ Unselected students talk to other projects and identify three projects you want to buy
 - assuming I give you \$1000

Key Ingredients

- ❑ You must make customers *Happy, Free, Successful*

