ISM 80C: Starting a New Technology Company

ISM 80C Project Phase I: Proposal and Preliminary Conceptual Design
(Due Thursday, April 14)

Reading Assignment: Kaplan, Startup, Chapters 1, 2, 3
Make notes of the key points as you read.

Project Tasks:
Please perform the following tasks, documenting your work as you proceed:

1. Use your preliminary project proposal to create the final project proposal as follows:
   • Using suitable criteria, narrow down your list of ideas from the preliminary proposal to one (or two) ideas that you will use as a basis for your startup.
   • Develop a time-phased plan for creating the startup (use the dates on the Course Information sheet as a guide).
   • Identify roles and responsibilities of each team member.

2. Perform preliminary conceptual design for your product or service as follows:
   • Create a function structure for your product or service.
   • Create a morphological table of alternatives for each sub-function.
   • Use the table to identify 3-5 potential product (or service) design concepts.

3. Schedule an appointment to meet with either (1) the Instructor (E2, Room 561, Tuesday, 3-6 PM) or (2) the TA, Danny Core, (Baskin Engineering, Room 358, Wednesday, 3-6 PM) to discuss the results of Tasks 1 and 2 above, and to receive feedback. Please come to the meeting with (1) your preliminary proposal, and (2) written documentation of Tasks 1 and 2.

4. Write up and turn in (on April 16) a 5-7 page report structured as follows:
   • 2-3 paragraph “Summary” of the report.
   • 3-4 page “Project Proposal” documenting and explaining the tasks performed in Task 1 above. Be sure to end the proposal with relevant conclusions.
   • 2-3 page section on “Preliminary Conceptual Design.”
   • “Appendix” showing any additional relevant material/details.

An important note on working in Teams: An important aspect of this course is gaining experience in working in teams. This experience is designed to actively develop your inter-personal and cognitive skills. Cognitive Skill is not about developing a high IQ, but about the ability to see things from multiple perspectives. Specifically, in the context of the project and the team, it refers to improving your ability to see things from four perspectives:
   • I (or ME, or myself);
   • YOU (a member of your team);
   • WE (or US, which emerges when YOU and I develop mutual understanding and a shared perspective), and
   • IT (the objective perspective).

Please develop the capacity to see and act from all four perspectives.