

Success factors

For 2.009 projects

Strong connection to user need

Potential for large impact/benefit

Contact with users or qualified representatives of user

Clear team vision for product

Appropriate scope

(substantive to engage/challenge team, not outrageously big)

Understanding of technology, context

Innovative, not inventive

Understand market, competition, and product demand

Work in Pappalardo lab, where you can get help

Ability to test

Demonstrable