

Karl Albrecht, 1920 - 2014
10th wealthiest person in the world (2012)



if you're not **servicing** the customer
you better be servicing **someone** who is



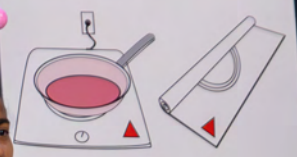


Sight



FlexiStove

Flexible Hot Plate



- Features** Roll up for storage
- Market** \$41 Billion
- Abilities** Take it anywhere
- Users** Travelers, citygoers

AirGuard

Positive Pressure Safety Glasses



- Feature**
- Market**
- Abilities**
- Users**



What?
Blue Ms



What?
Green M



What?
Pink Ms



What?
Purple



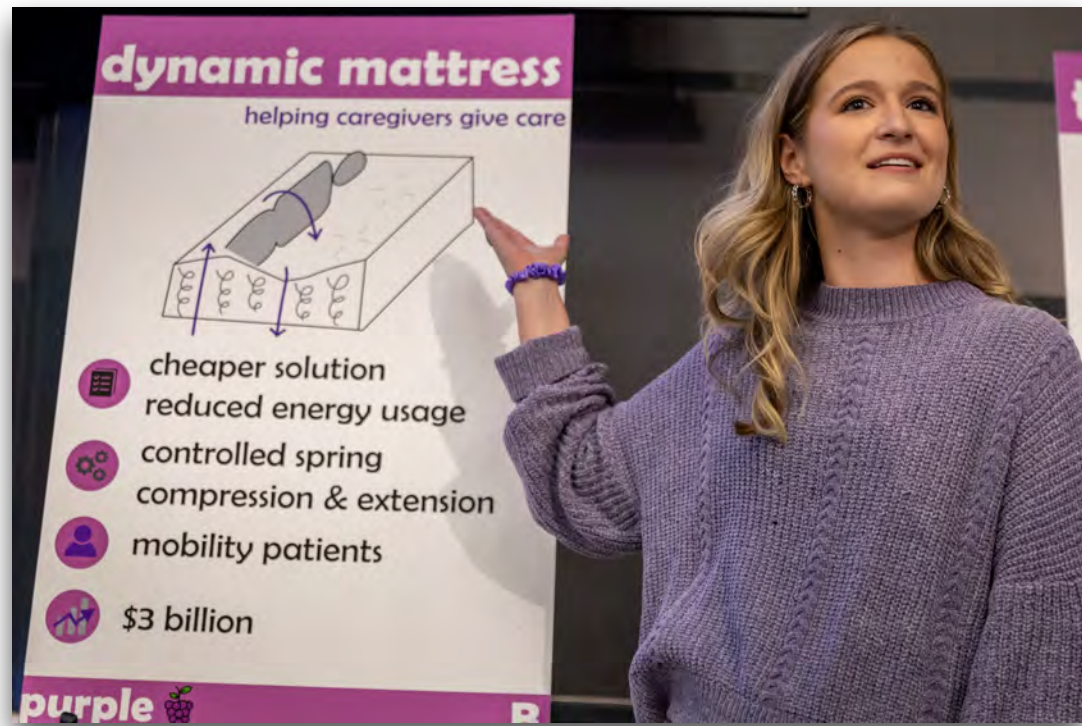
What?
Red Ms



What?
Yellow

ideas presentation!

went well?



ideas presentation!

went well?

YES!



ideas presentation!

went well?

YES!

could every
presentation
improve?

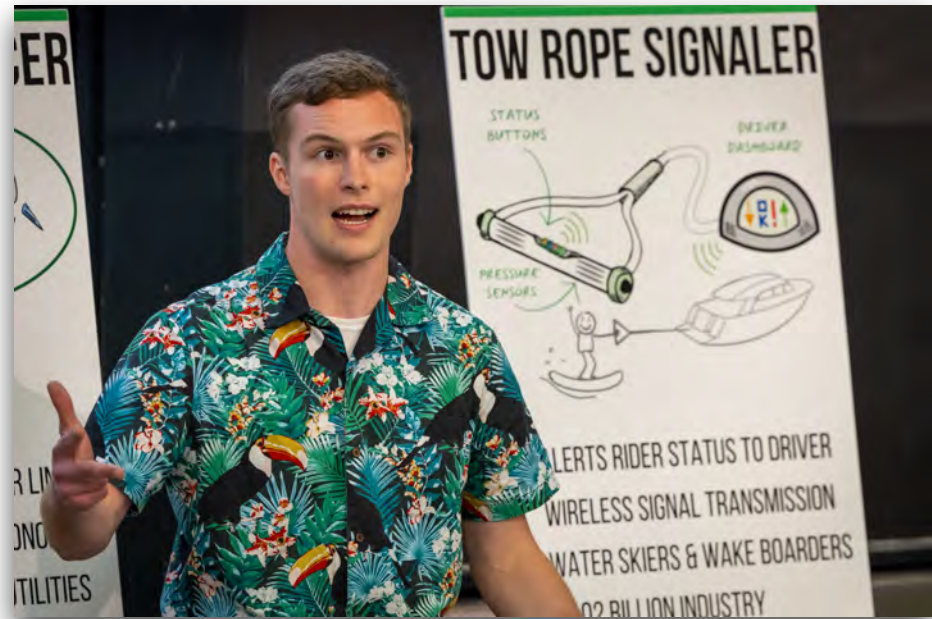


practice is the best of all instructors

Publilius Syrus author, 1 B.C..

ideas presentation!

introduce yourself



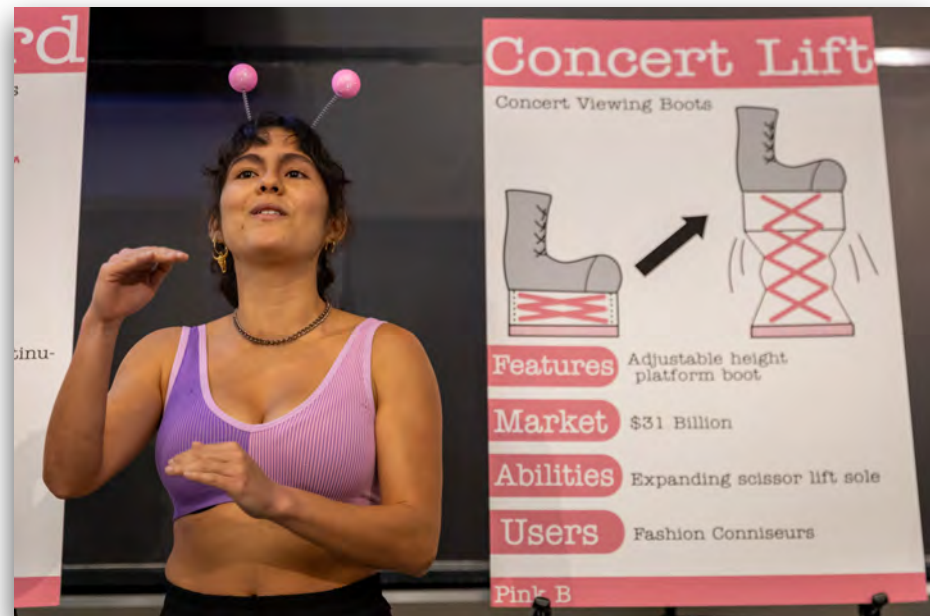
practice is the best of all instructors

look at the audience



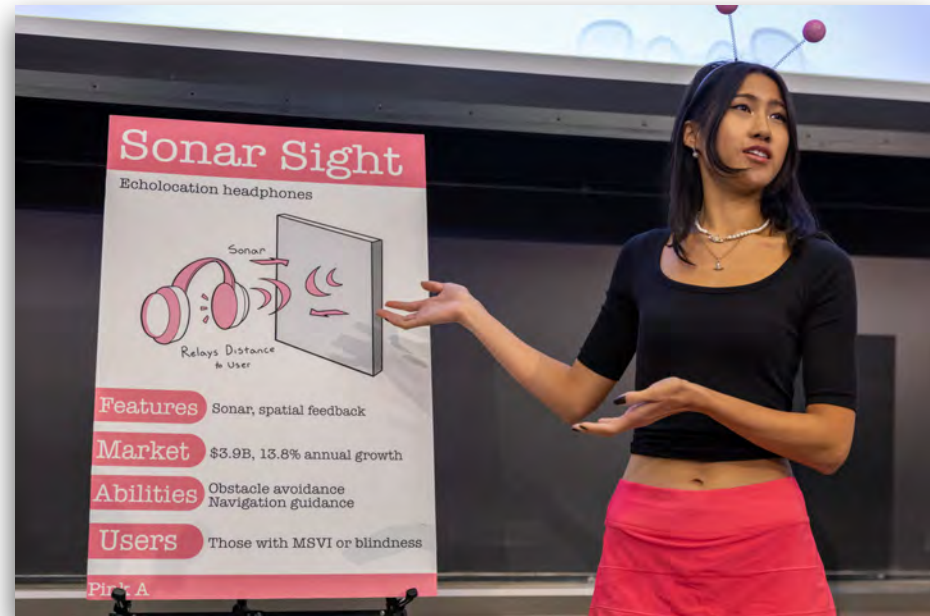
practice is the best of all instructors

body language



practice is the best of all instructors

engage the poster



practice is the best of all instructors

tell a story



practice is the best of all instructors

be conversational



practice is the best of all instructors

have a clear ending



practice is the best of all instructors

introduce yourself
body language
look at the audience
engage the poster
tell a story
be conversational
have a clear ending

practice is the best of all instructors

Health Care

Smart Bandage

After

Features
Change for wound replacement

Feasibility
Moisture detection and time sensors

Consumers
Hospitals, clinics, and clinics

Market
\$13.66 billion in 2022

Yellow A

Idea 3

Emergency

BlazeGuard Pro Mask

Single-panel eyepiece

Filters 99% of dangerous gases

Cloth keeps cool

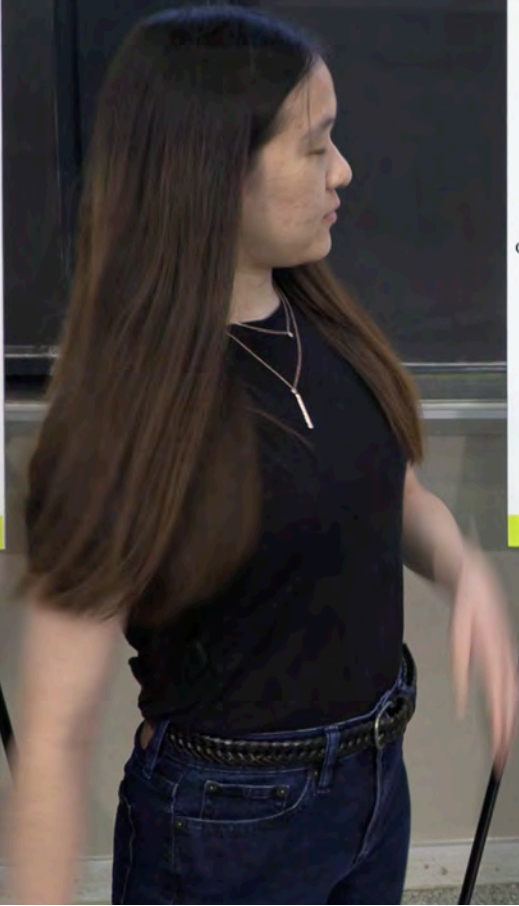
Features
Lightweight
No external oxygen tank

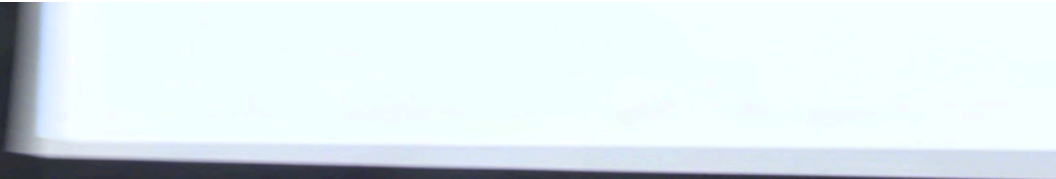
Feasibility
Filtering technology exists, P95 (similar to N95)

Consumers
Firefighters
Workers exposed to gases

Market
\$ 1.8 Billion
19.2% Profit Margin

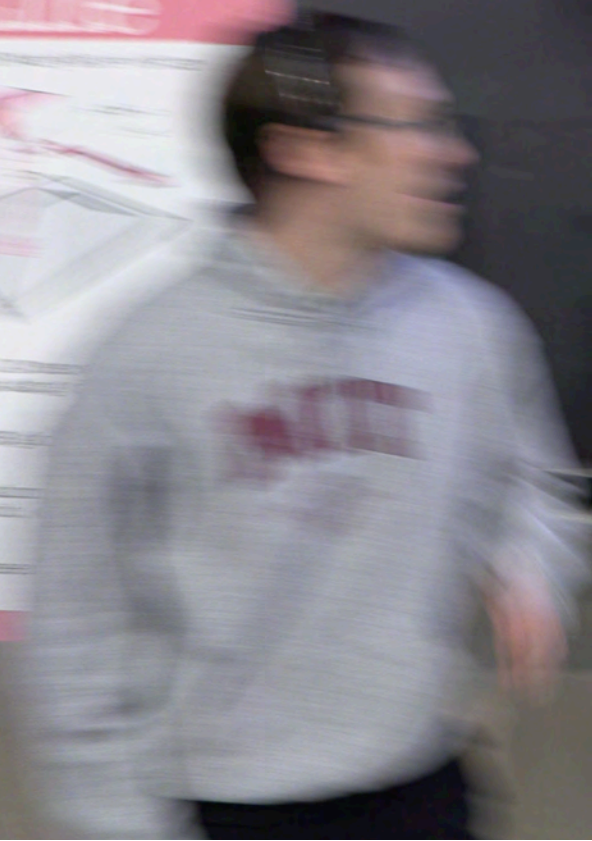
Yellow A





THE FUTURE

Below the diagram are several lines of text, some of which are highlighted in red.



THE FUTURE

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THE FUTURE

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SAFE2SIP

FEATURES

- ✓ SELF-CLEANING & ELIMINATES HARMFUL BACTERIA
- ✓ 90-TON REUSABLE WATER BOTTLE MARKET
- ✓ ON-THE-GO REUSABLE WATER BOTTLE OWNERS
- ✓ HIGH PRESSURE WATER & SOAP JETL UV-C STERILIZATION

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ Hikers, campers, explorers

AQUA ARMOR

FEATURES

- ✓ SLEEK AND SAFE

MARKET

- ✓ \$9.5 BILLION SURFING INDUSTRY
- ✓ 35 MILLION SURFERS WORLDWIDE

USERS

- ✓ ELECTROMAGNETIC WAVES

DRIVE ALERT

FEATURES

- ✓ ERG SENSOR AND ALARM SYSTEM

MARKET

- ✓ \$24 TRILLION TRANSPORT INDUSTRY

USERS

- ✓ TRAM SYSTEMS, CAR OWNERS, TRUCKERS

RAIL-ROVER

FEATURES

- ✓ SELF-CLEANING ROLLER ASSIST

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ TRANSPORTATION, TRAVEL, TOURISM

BETTER BELT

FEATURES

- ✓ TELESCOPE POLE
- ✓ ERG DATA SENT TO APP

MARKET

- ✓ \$1.4B MARKET

USERS

- ✓ CONSTRUCTION, TRANSPORTATION, TRAVEL, TOURISM

MAESTRO LAMP

FEATURES

- ✓ PIANO KEYBOARD
- ✓ PIANO KEYS, CURRENT AND PROSPECTIVE
- ✓ SLEEK, PROFESSIONAL PIANO LAMP DESIGN

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ MUSICIANS, PIANO ENTHUSIASTS

MAGNETIC ANCHOR

FEATURES

- ✓ LOCK ONTO FERROUS SURFACE
- ✓ ELECTROMAGNETIC SYSTEM
- ✓ BIKE AND SCOOTER USERS

MARKET

- ✓ \$1.4B GLOBAL MARKET

USERS

- ✓ BIKERS, SCOOTER ENTHUSIASTS

HAVEN ON WATER

FEATURES

- ✓ FIREPROOF, AUTO-INFLATE, GPS
- ✓ 2-4 PEOPLE EA., MODULAR DESIGN
- ✓ WILDFIRE VICTIMS NEAR WATER

MARKET

- ✓ \$294.9M GLOBAL MARKET

USERS

- ✓ CAMPERS, HIKERS, BOATERS

SCOOTER SKY

FEATURES

- ✓ MOTORIZED MOUNT
- ✓ SIMPLE AND STRAIGHTFORWARD
- ✓ SCOOTER USERS

MARKET

- ✓ \$23.18B GLOBAL SCOOTER MARKET

USERS

- ✓ SCOOTER ENTHUSIASTS

POWER LINE DE-ICER

FEATURES

- ✓ SCRAPES ICE FROM POWER LINES
- ✓ BATTERY POWERED, AUTONOMOUS
- ✓ COLD-REGION ELECTRIC UTILITIES

MARKET

- ✓ \$505.0 BILLION INDUSTRY

USERS

- ✓ ELECTRIC UTILITIES

TOW ROPE SIGNALER

FEATURES

- ✓ ALERTS RIDER STATUS TO DRIVER
- ✓ WIRELESS SIGNAL TRANSMISSION
- ✓ WATER SKIERS & WAKE BOARDERS

MARKET

- ✓ \$1.02 BILLION INDUSTRY

USERS

- ✓ WATER SKIERS, WAKE BOARDERS

PICK-UP

FEATURES

- ✓ MODULAR STREET CLEANER
- ✓ ATTACH TO PICKUP TRUCKS, SUVs
- ✓ LOCAL BUSINESSES, MUNICIPALITIES

MARKET

- ✓ \$1.9 BILLION INDUSTRY

USERS

- ✓ MUNICIPALITIES, LOCAL BUSINESSES

Grip-Assist

FEATURES

- ✓ READY TO USE/TOOL

MARKET

- ✓ \$700M IN GROWTH

USERS

- ✓ HAND-IMPAIRED PATIENTS

Sonar Sight

FEATURES

- ✓ SONAR SENSORS

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CAR OWNERS

FlexiStove

FEATURES

- ✓ FLEXIBLE STOVE

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CAMPERS, HIKERS

Concert Lift

FEATURES

- ✓ ADJUSTABLE HEIGHT PLATFORM

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CONCERT GOERS

InLine

FEATURES

- ✓ BUILT-IN WATER FILTER

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ HIKERS, CAMPERS

AirGuard

FEATURES

- ✓ PROTECTIVE PRESSURE SAFETY GLASSES

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CONSTRUCTION, MANUFACTURING

Aureka

FEATURES

- ✓ SELECTIVE NOISE CANCELING HEADPHONES

MARKET

- ✓ \$2 BILLION MARKET

USERS

- ✓ MUSICIANS, AUDIO ENTHUSIASTS

Sporty Sip

FEATURES

- ✓ ALL-IN-ONE SPORTS DRINK STATION

MARKET

- ✓ \$42.0 BILLION MARKET

USERS

- ✓ ATHLETES, FITNESS ENTHUSIASTS

City Sprouts

FEATURES

- ✓ MODULAR STACKING FARMING WALL

MARKET

- ✓ \$5 BILLION MARKET

USERS

- ✓ URBAN FARMERS

hush headrest

FEATURES

- ✓ CAR CABIN NOISE REDUCTION

MARKET

- ✓ \$115 BILLION MARKET

USERS

- ✓ CAR OWNERS

dynamic mattress

FEATURES

- ✓ HELPING CONSUMERS GIVE CARE

MARKET

- ✓ \$3 BILLION MARKET

USERS

- ✓ BEDDINEN ENTHUSIASTS

tech tree tap

FEATURES

- ✓ PORTABLE, EASY TO USE, FUEL-SAVING
- ✓ TREE TAP WITH MOTORIZED PUMP AND SENSOR
- ✓ HIKERS, CAMPERS, EXPLORERS

MARKET

- ✓ \$2 BILLION INDUSTRY

USERS

- ✓ HIKERS, CAMPERS, EXPLORERS

RAIL RIDER

FEATURES

- ✓ ELIMINATES PECTIN FROM TRACKS
- ✓ PUBLIC TRANSPORTATION
- ✓ \$500B GLOBAL RAILWAY MARKET
- ✓ AUTONOMOUS

SAWGUARD

FEATURES

- ✓ AUTOMATIC KICKBACK DETECTION
- ✓ HOBBY WOODWORKERS, CONSTRUCTION WORKERS
- ✓ \$10 BILLION POWER TOOL MARKET
- ✓ ACCELEROMETER SENSING

AIRLIFT

FEATURES

- ✓ AUTOMATIC SPOTTING AND VARIABLE RESISTANCE TRAINING
- ✓ STRENGTH TRAINING, GYMS, FITNESS ENTHUSIASTS
- ✓ \$9.7 BILLION USD INDUSTRY
- ✓ CONTROLLED MOTORIZED PULLEYS

AUTO-STITCH

FEATURES

- ✓ PORTABLE & BUTTON-ACTIVATED
- ✓ MEDICAL GLUE DISPENSER
- ✓ \$13 BILLION INDUSTRY
- ✓ INJURY-PRONE AREAS

FLEX STRETCHER

FEATURES

- ✓ COMPATIBLE WITH TIGHT STAIRS
- ✓ LOW COM, CLIMBING WHEELS
- ✓ \$20 BILLION INDUSTRY
- ✓ EMERGENCY SERVICE PROVIDERS

TIC STIM

FEATURES

- ✓ TIC DETECTION & DISTRACTION
- ✓ ACCELEROMETERS, MOTORS
- ✓ \$1.6 BILLION INDUSTRY
- ✓ TOURETTE SYNDROME PATIENTS

ResQair

FEATURES

- ✓ PORTABLE AIR PURIFIER

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CONSUMERS

Smart Bandage

FEATURES

- ✓ SMART BANDAGE

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CONSUMERS

BlazeGuard Pro Mask

FEATURES

- ✓ FIREPROOF, AUTO-INFLATING MASK

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CONSUMERS

Quick Circuit

FEATURES

- ✓ MODULAR STACKING FARMING WALL

MARKET

- ✓ \$5 BILLION MARKET

USERS

- ✓ URBAN FARMERS

AutoSketch

FEATURES

- ✓ AUTOMATIC SKETCHING

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ ARTISTS

Slim-Suit

FEATURES

- ✓ SLIM-FIT SUIT

MARKET

- ✓ \$1.5B MARKET

USERS

- ✓ CONSUMERS





SAFE2SIP

WATER & SOAP JET

UP-C STABILIZATION

FEATURES: SELF-CLEANING & REMINERALIZES WATER, UP-C

MARKET: \$6.7B FOR REUSABLE WATER BOTTLE MARKET

ADAPTIVE: ON-THE-GO REUSABLE WATER BOTTLE OWNERS

USERS: HIGH PRESSURE WATER & SOAP JET, UP-C STABILIZATION

9-25-23 BLUE TEAM A

AQUA ARMOR

WATER RESISTANT

WATER RESISTANT

FEATURES: SLEEK AND SAFE

MARKET: \$9.5 BILLION SURFING INDUSTRY

ADAPTIVE: 35 MILLION SURFERS WORLDWIDE

USERS: ELECTROMAGNETIC WAVES

9-25-23 BLUE TEAM A

DRIVE ALERT

WATER RESISTANT

WATER RESISTANT

FEATURES: EMO SENSOR AND ALARM SYSTEM

MARKET: \$24 TRILLION TRANSPORT INDUSTRY

ADAPTIVE: TRAIN SYSTEMS, CAR OWNERS, TRUCKERS

USERS: EMO SIGNALS CAN DETECT MICROSLIPPER

9-25-23 BLUE TEAM A

RAIL-ROVER

WATER RESISTANT

WATER RESISTANT

FEATURES: SELF-CLEANING ROLLER ASSIST

MARKET: \$1.4B RAILWAY MARKET

ADAPTIVE: ROLLER ASSIST

USERS: ROLLER ASSIST

9-25-23 BLUE TEAM B

BETTER BELT

WATER RESISTANT

WATER RESISTANT

FEATURES: TELESCOPIC POLE

MARKET: \$1.4B RAILWAY MARKET

ADAPTIVE: TELESCOPIC POLE

USERS: TELESCOPIC POLE

9-25-23 BLUE TEAM B

MAESTRO LAMP

WATER RESISTANT

WATER RESISTANT

FEATURES: PIANO KEYS

MARKET: \$1.4B RAILWAY MARKET

ADAPTIVE: PIANO KEYS

USERS: PIANO KEYS

9-25-23 BLUE TEAM B

MAGNETIC ANCHOR

WATER RESISTANT

WATER RESISTANT

FEATURES: LOCK ONTO FERROUS SURFACE

MARKET: \$1.4B RAILWAY MARKET

ADAPTIVE: LOCK ONTO FERROUS SURFACE

USERS: LOCK ONTO FERROUS SURFACE

9-25-23 BLUE TEAM B

HAVEN ON WATER

WATER RESISTANT

WATER RESISTANT

FEATURES: FIREPROOF, AUTO-INFLATE, GPS

MARKET: \$294.9M GLOBAL MARKET

ADAPTIVE: FIREPROOF, AUTO-INFLATE, GPS

USERS: FIREPROOF, AUTO-INFLATE, GPS

9-25-23 BLUE TEAM B

SCOOTER SKY

WATER RESISTANT

WATER RESISTANT

FEATURES: MOTORIZED MOUNT

MARKET: \$23.18B GLOBAL SCOOTER MARKET

ADAPTIVE: MOTORIZED MOUNT

USERS: MOTORIZED MOUNT

9-25-23 BLUE TEAM B

POWER LINE DE-ICER

WATER RESISTANT

WATER RESISTANT

FEATURES: SCRAPES ICE FROM POWER LINES

MARKET: \$505.0 BILLION INDUSTRY

ADAPTIVE: SCRAPES ICE FROM POWER LINES

USERS: SCRAPES ICE FROM POWER LINES

9-25-23 BLUE TEAM B

TOW ROPE SIGNALER

WATER RESISTANT

WATER RESISTANT

FEATURES: ALERTS RIDER STATUS TO DRIVER

MARKET: \$1.02 BILLION INDUSTRY

ADAPTIVE: ALERTS RIDER STATUS TO DRIVER

USERS: ALERTS RIDER STATUS TO DRIVER

9-25-23 BLUE TEAM B

PICK-UP

WATER RESISTANT

WATER RESISTANT

FEATURES: MODULAR STREET CLEANER

MARKET: \$1.9 BILLION INDUSTRY

ADAPTIVE: MODULAR STREET CLEANER

USERS: MODULAR STREET CLEANER

9-25-23 BLUE TEAM B

Grip-Assist

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: READY TO USE BUILD

MARKET: \$700M IN GROWTH

ADAPTIVE: VERSATILE GRIP

USERS: HAND-IMPAIRED PATIENTS

9-25-23 BLUE TEAM A

Sonar Sight

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: SONAR FEEDBACK

MARKET: \$10.5B IN GROWTH

ADAPTIVE: SONAR FEEDBACK

USERS: SONAR FEEDBACK

9-25-23 BLUE TEAM A

FlexiStove

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: FOLD UP FOR STORAGE

MARKET: \$4.1 BILLION

ADAPTIVE: FOLD UP FOR STORAGE

USERS: FOLD UP FOR STORAGE

9-25-23 BLUE TEAM B

Concert Lift

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: ADJUSTABLE HEIGHT

MARKET: \$3.1 BILLION

ADAPTIVE: ADJUSTABLE HEIGHT

USERS: ADJUSTABLE HEIGHT

9-25-23 BLUE TEAM B

InLine

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: 100% CUMULATIVE

MARKET: \$1.8B GLOBALLY

ADAPTIVE: 100% CUMULATIVE

USERS: 100% CUMULATIVE

9-25-23 BLUE TEAM B

AirGuard

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: DASH PROTECTION

MARKET: \$1.8B GLOBALLY

ADAPTIVE: DASH PROTECTION

USERS: DASH PROTECTION

9-25-23 BLUE TEAM B

Aurea

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: SELECTIVE NOISE CANCELLING HEADPHONES

MARKET: \$2 BILLION

ADAPTIVE: SELECTIVE NOISE CANCELLING HEADPHONES

USERS: SELECTIVE NOISE CANCELLING HEADPHONES

9-25-23 BLUE TEAM B

Sporty Sip

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: ALL-IN-ONE SPORTS DRINK STATION

MARKET: \$42.0 BILLION

ADAPTIVE: ALL-IN-ONE SPORTS DRINK STATION

USERS: ALL-IN-ONE SPORTS DRINK STATION

9-25-23 BLUE TEAM B

City Sprouts

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: MODULAR STACKING FARMING WALL

MARKET: \$5 BILLION

ADAPTIVE: MODULAR STACKING FARMING WALL

USERS: MODULAR STACKING FARMING WALL

9-25-23 BLUE TEAM B

hush headrest

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: CAR CABIN NOISE REDUCTION

MARKET: \$115 BILLION

ADAPTIVE: CAR CABIN NOISE REDUCTION

USERS: CAR CABIN NOISE REDUCTION

9-25-23 BLUE TEAM B

dynamic mattress

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: HELPING CONSUMERS GIVE CARE

MARKET: \$3 BILLION

ADAPTIVE: HELPING CONSUMERS GIVE CARE

USERS: HELPING CONSUMERS GIVE CARE

9-25-23 BLUE TEAM B

tech tree tap

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: PORTABLE, EASY TO USE

MARKET: \$2 BILLION INDUSTRY

ADAPTIVE: PORTABLE, EASY TO USE

USERS: PORTABLE, EASY TO USE

9-25-23 BLUE TEAM B

RAIL RIDER

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: ELIMINATES PECTIN FROM TRACKS

MARKET: \$500B GLOBAL RAILWAY MARKET

ADAPTIVE: ELIMINATES PECTIN FROM TRACKS

USERS: ELIMINATES PECTIN FROM TRACKS

9-25-23 RED TEAM A

SAWGUARD

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: AUTOMATIC KICKBACK DETECTION

MARKET: \$10 BILLION POWER TOOL MARKET

ADAPTIVE: AUTOMATIC KICKBACK DETECTION

USERS: AUTOMATIC KICKBACK DETECTION

9-25-23 RED TEAM A

AIRLIFT

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: AUTOMATIC SPOTTING AND VARIABLE RESISTANCE TRAINING

MARKET: \$9.7 BILLION USD INDUSTRY

ADAPTIVE: AUTOMATIC SPOTTING AND VARIABLE RESISTANCE TRAINING

USERS: AUTOMATIC SPOTTING AND VARIABLE RESISTANCE TRAINING

9-25-23 RED TEAM A

AUTO-STITCH

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: PORTABLE & BUTTON-ACTIVATED

MARKET: \$13 BILLION INDUSTRY

ADAPTIVE: PORTABLE & BUTTON-ACTIVATED

USERS: PORTABLE & BUTTON-ACTIVATED

9-25-23 RED TEAM B

FLEX STRETCHER

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: COMPATIBLE WITH TIGHT SHOES

MARKET: \$20 BILLION INDUSTRY

ADAPTIVE: COMPATIBLE WITH TIGHT SHOES

USERS: COMPATIBLE WITH TIGHT SHOES

9-25-23 RED TEAM B

TIC STIM

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: TIC DETECTION & DISTRACTION

MARKET: \$1.6 BILLION INDUSTRY

ADAPTIVE: TIC DETECTION & DISTRACTION

USERS: TIC DETECTION & DISTRACTION

9-25-23 RED TEAM B

ResQair

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: ADJUSTABLE AIR FLOW

MARKET: \$1.8B GLOBALLY

ADAPTIVE: ADJUSTABLE AIR FLOW

USERS: ADJUSTABLE AIR FLOW

9-25-23 YELLOW TEAM A

Smart Bandage

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: ADJUSTABLE AIR FLOW

MARKET: \$1.8B GLOBALLY

ADAPTIVE: ADJUSTABLE AIR FLOW

USERS: ADJUSTABLE AIR FLOW

9-25-23 YELLOW TEAM A

BlazeGuard Pro Mask

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: BRIGHT GLOW PROTECTION

MARKET: \$1.8 BILLION

ADAPTIVE: BRIGHT GLOW PROTECTION

USERS: BRIGHT GLOW PROTECTION

9-25-23 YELLOW TEAM A

Quick Circuit

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: QUICK CIRCUIT

MARKET: \$1.8 BILLION

ADAPTIVE: QUICK CIRCUIT

USERS: QUICK CIRCUIT

9-25-23 YELLOW TEAM B

AutoSketch

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: AUTO-SKETCH

MARKET: \$1.8 BILLION

ADAPTIVE: AUTO-SKETCH

USERS: AUTO-SKETCH

9-25-23 YELLOW TEAM B

Slim-Suit

TRIGGER ASSIST

TRIGGER ASSIST

FEATURES: SLIM-SUIT

MARKET: \$1.8 BILLION

ADAPTIVE: SLIM-SUIT

USERS: SLIM-SUIT

9-25-23 YELLOW TEAM B

feedback!

Purple A Ideas Presentations

Aurea

Aurea
selective noise-cancelling headphones
light indicates if user is listening

- filters out triggering frequencies and comfortable to wear to sleep
- high/low pass audio filters with comfortable cushioning
- people on the autistic spectrum with sensory sensitivities
- \$2 billion global autism spectrum therapeutics market size

purple A

Purple A1 - Aurea
2.009 @ MIT

00:46

vimeo

[Purple A Appendix \(.pdf\)](#)

Idea Feedback

While this idea may not align with your new sub-theme, I like the idea and I can imagine this sort of product improving the lives of individuals with ASD. I couldn't help but think about the new generation of digital hearing aids and how these have become cost effective. It's my understanding that these hearing aids can be tuned to amplify certain frequencies while ignoring others. Could this technology be modified to help? Also, even the in-ear type noise cancelling headphones are pretty good at suppressing many frequencies. Like the hearing aids, these now use digital signal processing and ought to be tunable for cancelling all but the low end of the spectrum. While the over the ear headphones seem to be most effective, the in-ear styles might be made effective enough while also being less intrusive and easier to wear during normal daily activities.

Presentation Feedback

Very clear poster -- easy to read, and tells the story well. In general, I think most presentations could benefit from more refined estimates of the particular addressable markets that are described.

Rich Wiesman
Blue Instructor (Section B)



feedback!

conflicting?

unfair?

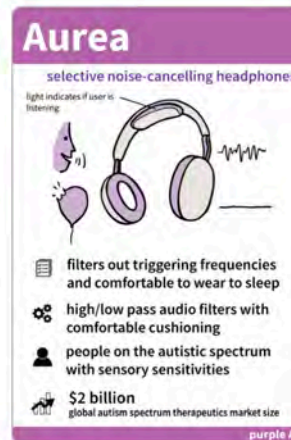
data driven

good job!

least useful feedback?



feedback received



[Purple A Appendix \(.pdf\)](#)

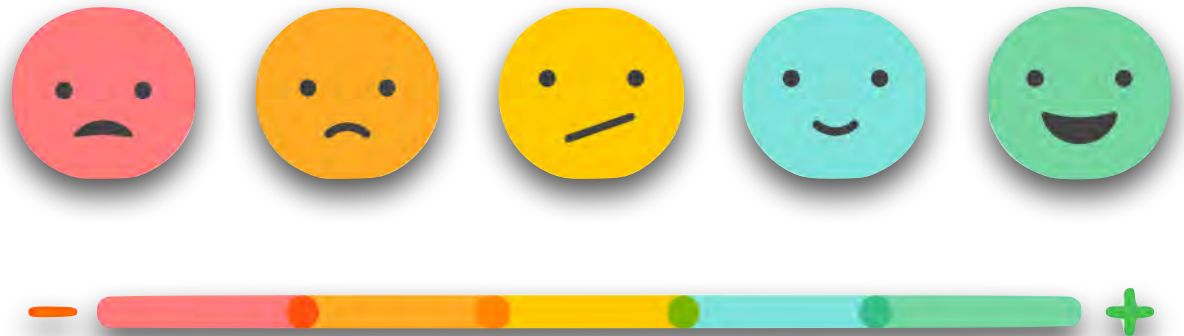
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Presentation Feedback

Very clear poster -- easy to read, and tells the story well. In general, I think most presentations could benefit from more refined estimates of the particular addressable markets that are described.

feedback to be given



2.009

Product Engineering Processes

Please review the [detailed instructions](#) before completing this form.



Do More

Do Less

Keep Doing

Bonus: Allocated 0 / 2000 points



Do More

Do Less

Keep Doing

Bonus: Allocated 0 / 2000 points

Submit my peer review!

2.009

Product Engineering Processes

Please review the [detailed instructions](#) before completing this form.



Mildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points



Wildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points

Submit my peer review!

2.009

Product Engineering Processes

Please review the [detailed instructions](#) before completing this form.



Mildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points



Wildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points

Submit my peer review!

2.009

Product Engineering Processes

Please review the [detailed instructions](#) before completing this form.



Mildy

Do More

Do Less

Keep Doing

Bonus: Allocated 0 / 2000 points



Wildy

Do More

Do Less

Keep Doing

Bonus: Allocated 0 / 2000 points

Submit my peer review!

2.009

Product Engineering Processes

Please review the [detailed instructions](#) before completing this form.



Mildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points



Wildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points

Submit my peer review!

2.009

Product Engineering Processes

Please review the [detailed instructions](#) before completing this form.



Mildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points



Wildy



Do More

Do Less

Keep Doing

Bonus:

Allocated 0 / 2000 points

Submit my peer review!

2.009

Product
Engineering
Processes

Please review the [detailed instructions](#) before completing this form.



Mildy



Do More

Do Less

Keep Doing

Bonus: **1200** Allocated 0 / 2000 points

Saturday 5 PM



Wildy



Do More

Do Less

Keep Doing

Bonus: Allocated 0 / 2000 points

Submit my peer review!

unconscious bias

gender, race, identity, age, culture, language, institutional



RECIPE
constructive, unbiased feedback

INGREDIENTS

DIRECTIONS

RECIPE
constructive, unbiased feedback

INGREDIENTS

DIRECTIONS

situation





RECIPE
constructive, unbiased feedback

INGREDIENTS

situation

DIRECTIONS

when and where
be specific



RECIPE
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INGREDIENTS

situation

behavior

DIRECTIONS

when and where
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INGREDIENTS

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DIRECTIONS



RECIPE
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INGREDIENTS

situation

behavior

DIRECTIONS



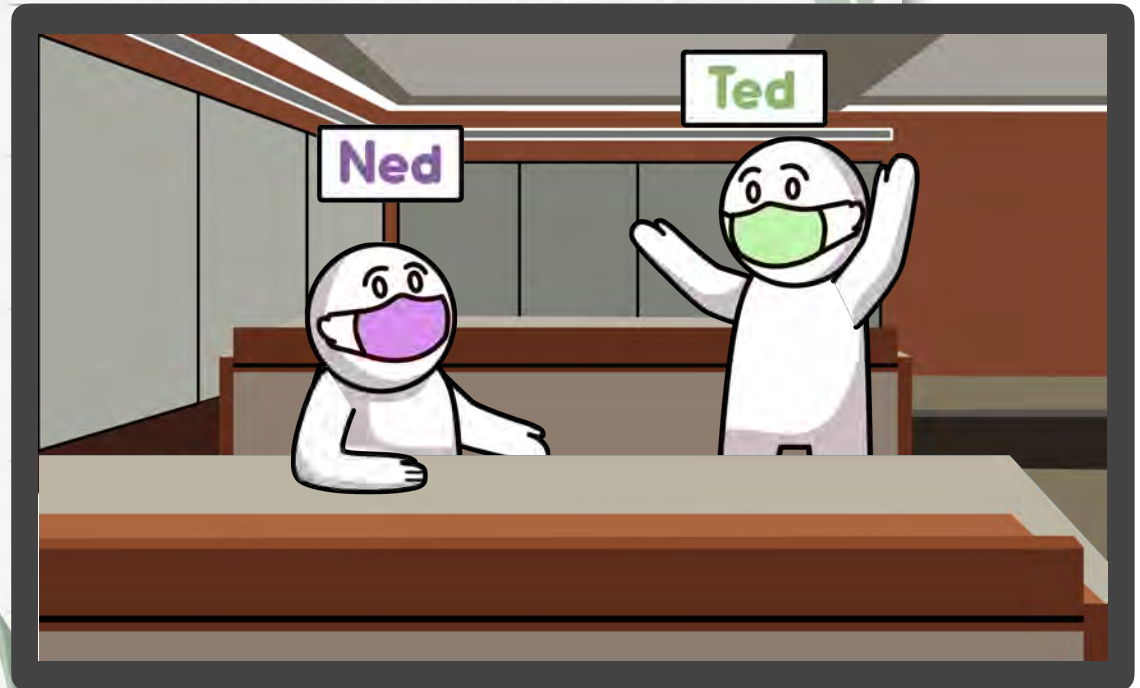
RECIPE
constructive, unbiased feedback

INGREDIENTS

situation

behavior

DIRECTIONS





RECIPE
constructive, unbiased feedback

INGREDIENTS

situation

behavior

DIRECTIONS

when and where

be specific

describe clearly and objectively

focus on actions. Not personality



RECIPE

constructive, unbiased feedback

INGREDIENTS

situation

behavior

impact

DIRECTIONS

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RECIPE
constructive, unbiased feedback

INGREDIENTS

situation

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DIRECTIONS



RECIPE
constructive, unbiased feedback

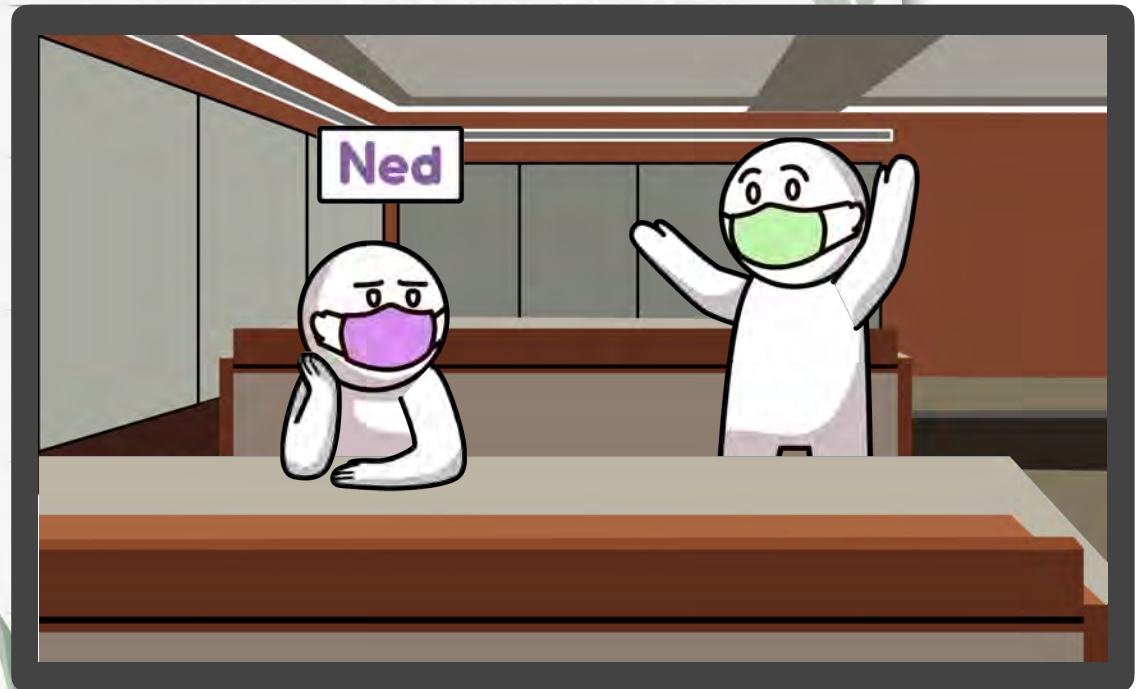
INGREDIENTS

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behavior

impact

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RECIPE

constructive, unbiased feedback

INGREDIENTS

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how were others affected?

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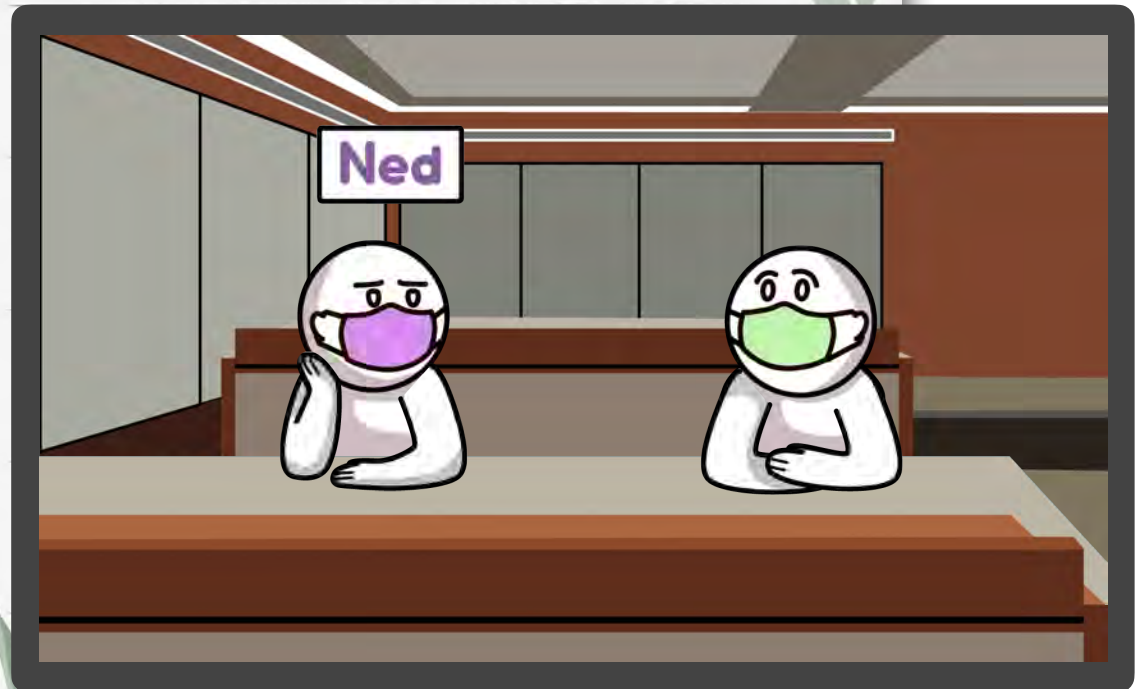
situation

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RECIPE
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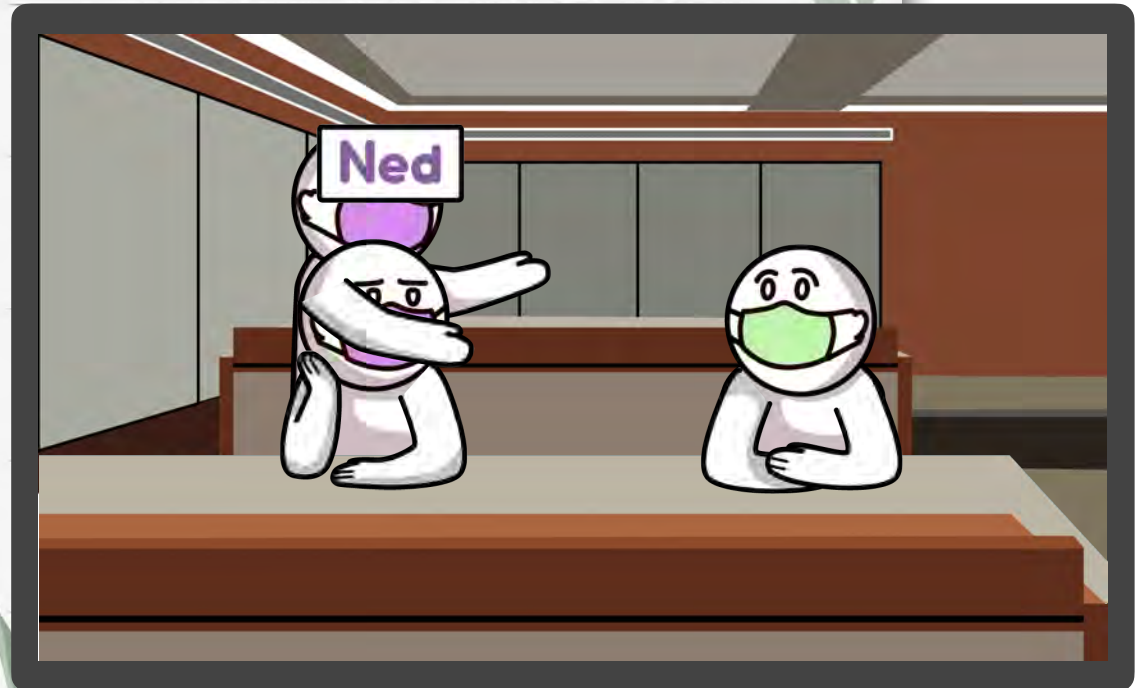
situation

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RECIPE
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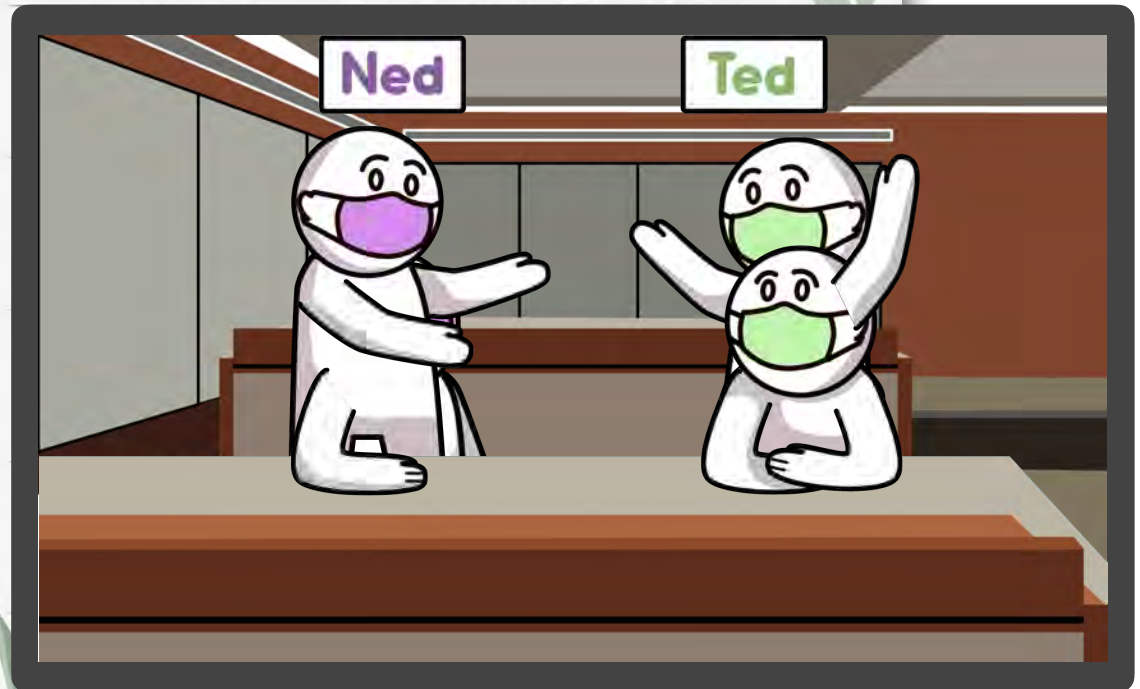
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how were others affected?

open a door to an improvement path

suggestions for a do-over



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Product Engineering Processes

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Mildy

Do More

Do Less

Keep Doing

Bonus: Allocated 0 / 2000 points



Wildy

Do More

Do Less

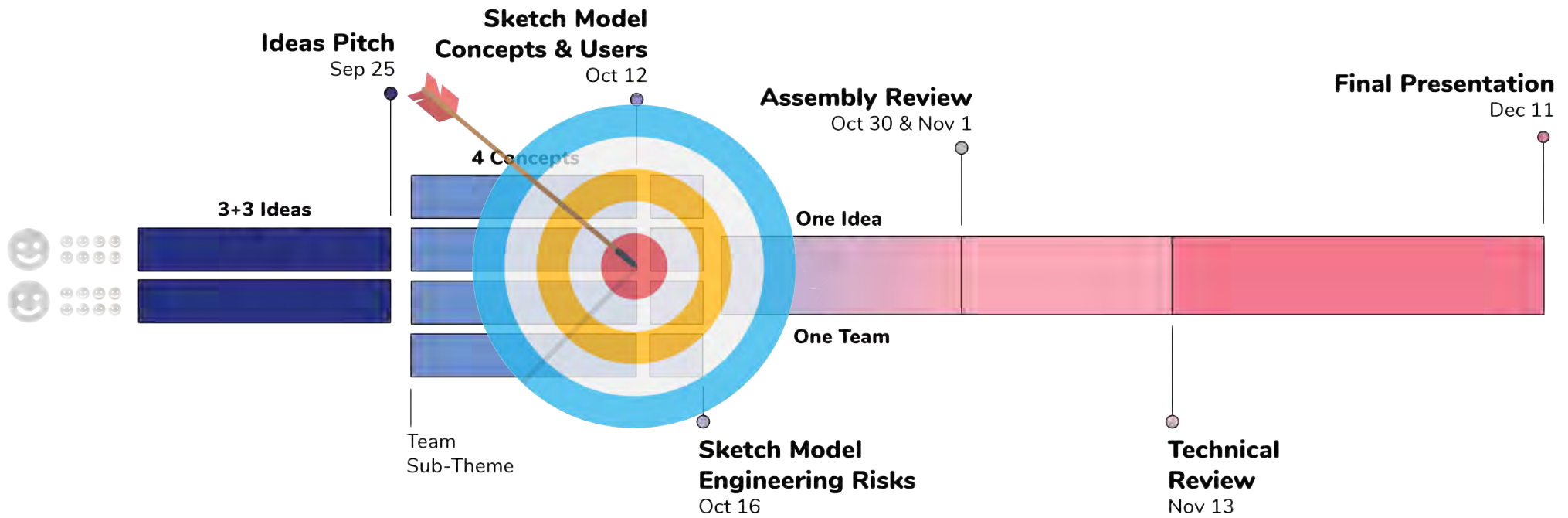
Keep Doing

Bonus: Allocated 0 / 2000 points

Submit my peer review!

RECIPE
constructive, unbiased feedback

INGREDIENTS	DIRECTIONS
situation	when and where be specific
behavior	describe clearly and objectively focus on actions. Not personality
impact	how were you affected? how were others affected?
next	open a door to an improvement path suggestions for a do-over



Process

concept generation phase

so far, **opportunity exploration**

problem identification, not solution finding

embodiments are symbolic representation of needs

a teamwork and idea generation warmup

so far, **opportunity exploration**

problem identification, not solution finding
embodiments are symbolic representation of needs
a teamwork and idea generation warmup



now, **sketch model phase!**

a push to to reframe and continue exploring
thinking a bit more about embodiment
connecting to real people

Karl Albrecht, 1920 - 2014
10th wealthiest person in the world (2012)



if you're ~~not~~ **driving** the customer
you better be serving **someone** who is



who is the **customer**?



who is the **customer**?

client

The person, firm or agency that hires a designer or product design firm to develop a product.
(In 2.009, ideas fair or ones found by teams)

user

The person(s) the product is designed for. It could be the primary user or anyone else that interacts with the product during its life cycle. The product meets their needs.

who is the **customer**?



client

The person, firm or agency that hires a designer or product design firm to develop a product.
(In 2.009, ideas fair or ones found by teams)

user

The person(s) the product is designed for. It could be the primary user or anyone else that interacts with the product during its life cycle. The product meets their needs.

customer

The person that makes the purchase.
They may be a user too!



now, **sketch model phase!**

a push to to reframe and continue exploring
connecting to real people
thinking a bit more about embodiment

4 concepts per team some new, some old
a risk portfolio!









bending

bending

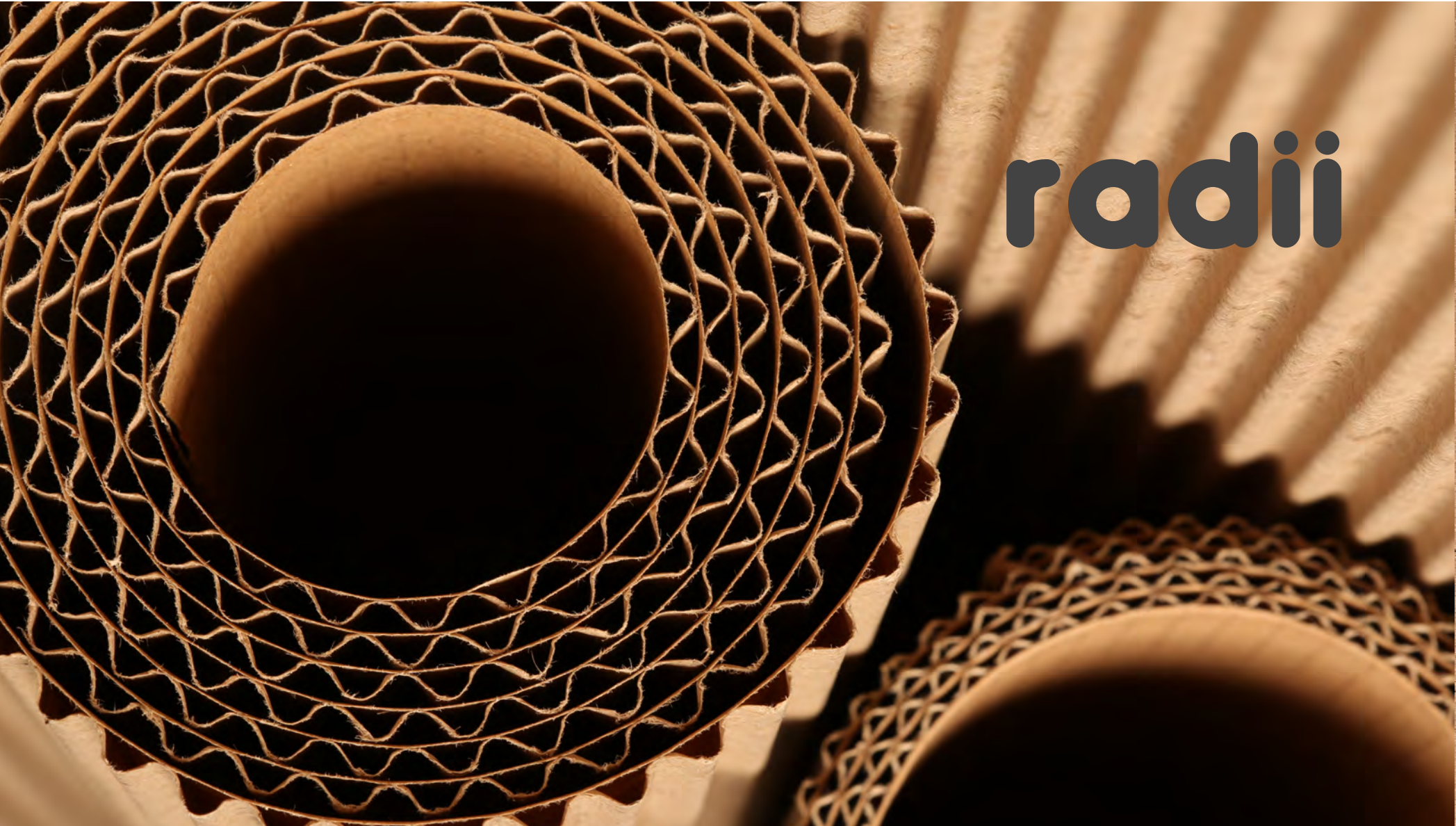




**bending
allowance**



radii



radii



bearings

A close-up photograph of a cardboard box. The left side shows the corrugated inner layer with its characteristic wavy pattern. The right side shows the smooth, brown outer layer. The word "cardboard" is printed in a bold, dark blue font across the smooth surface.

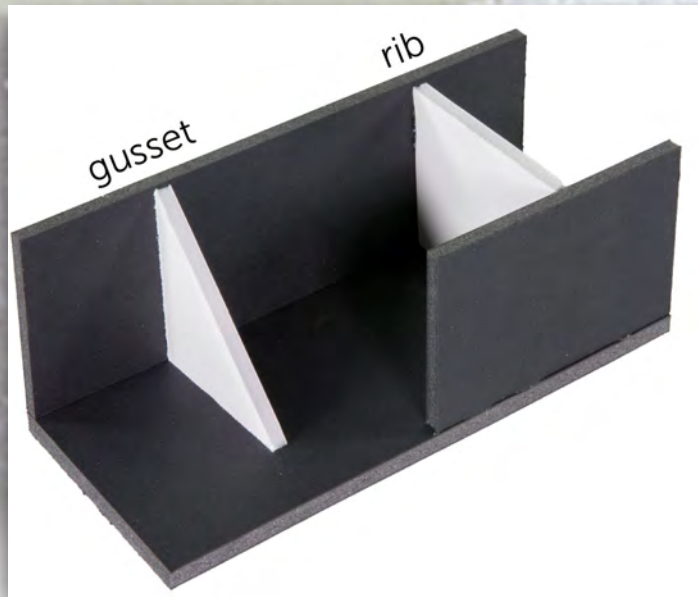
cardboard



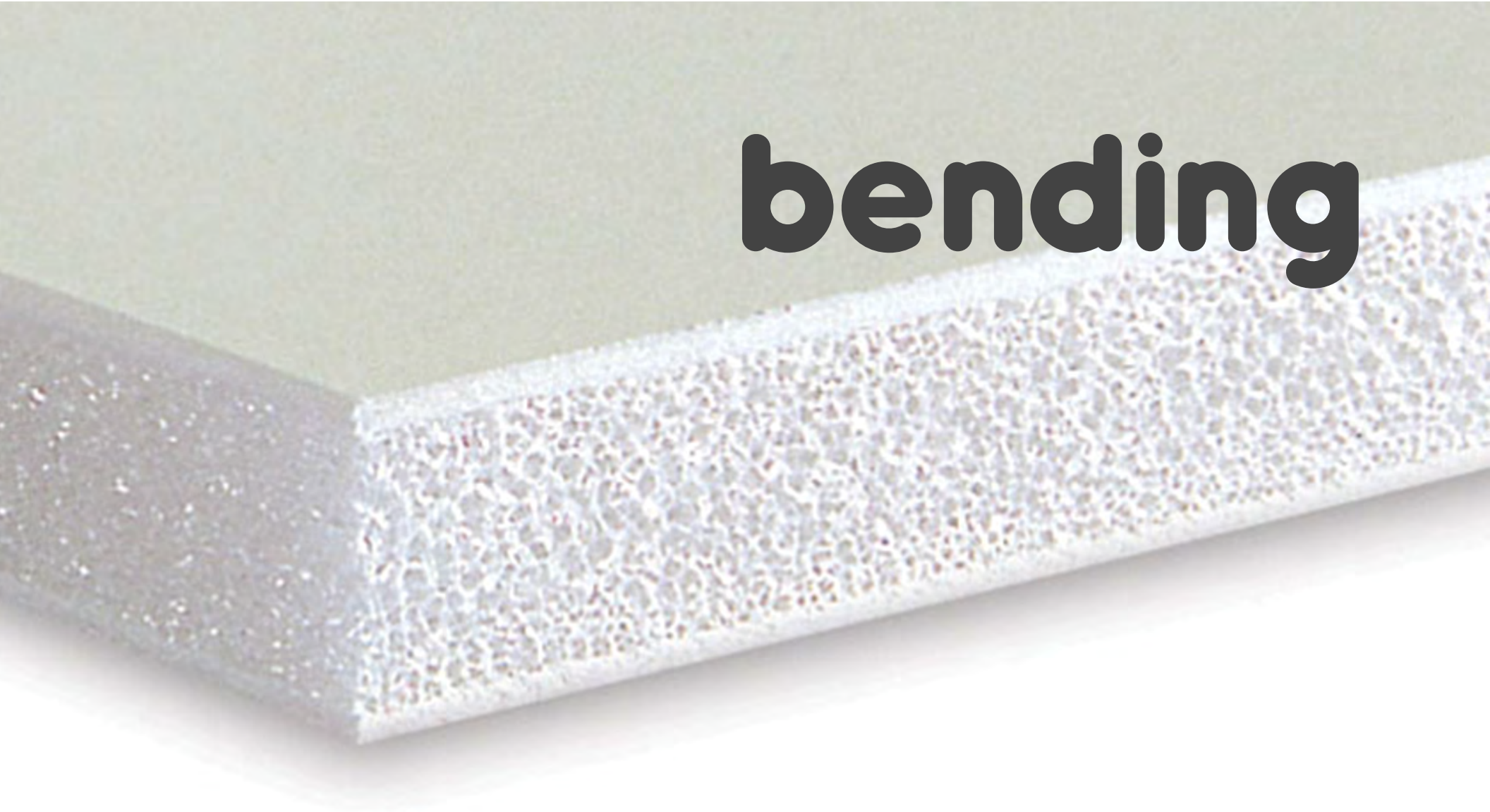
foam core



bending



bending



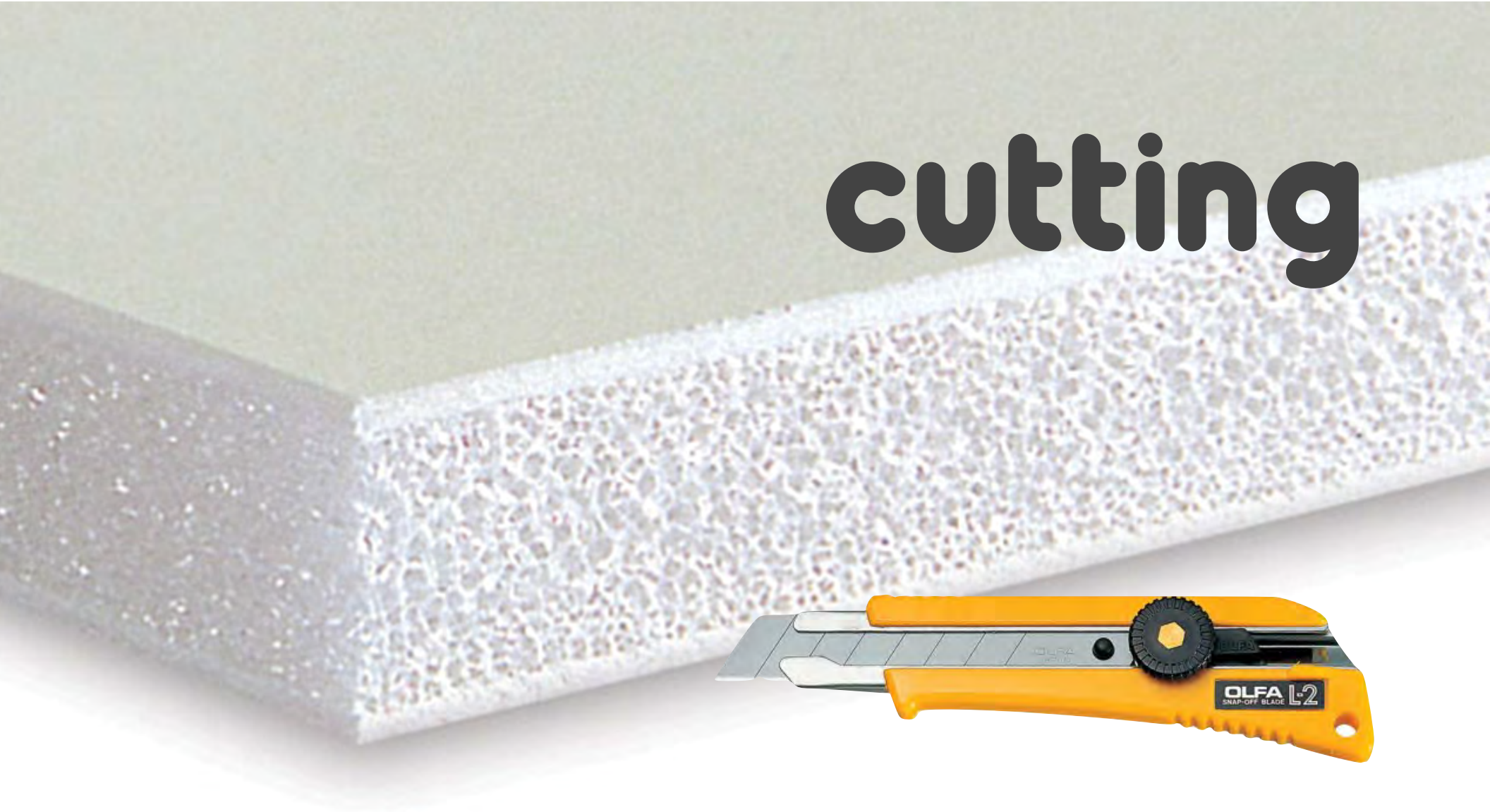
cutting



cutting



cutting



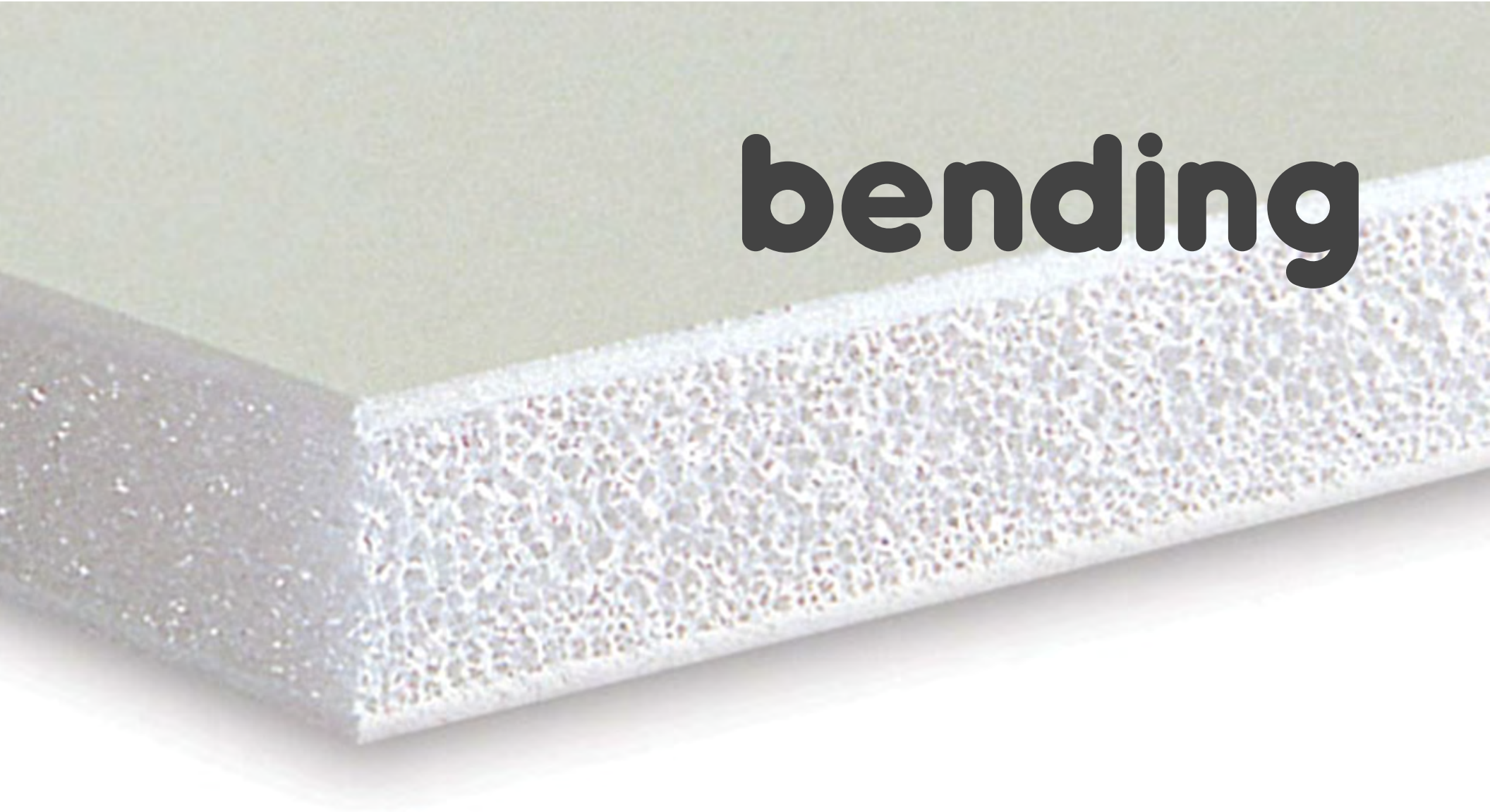
cutting



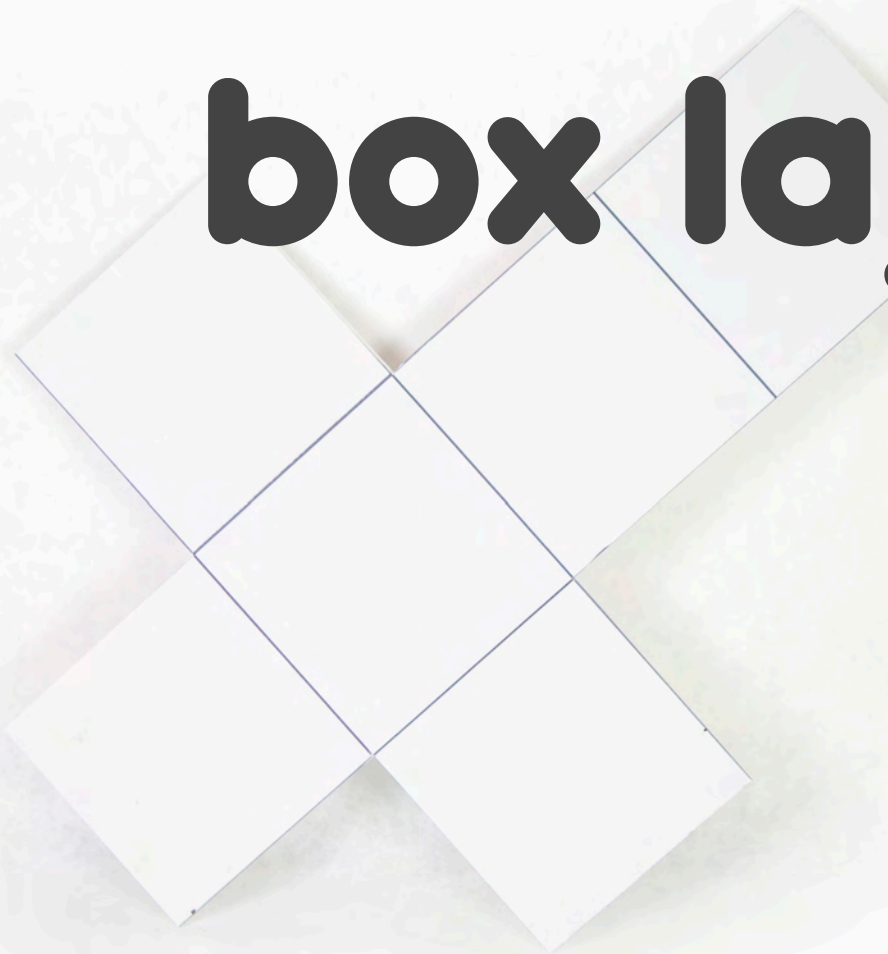
cutting



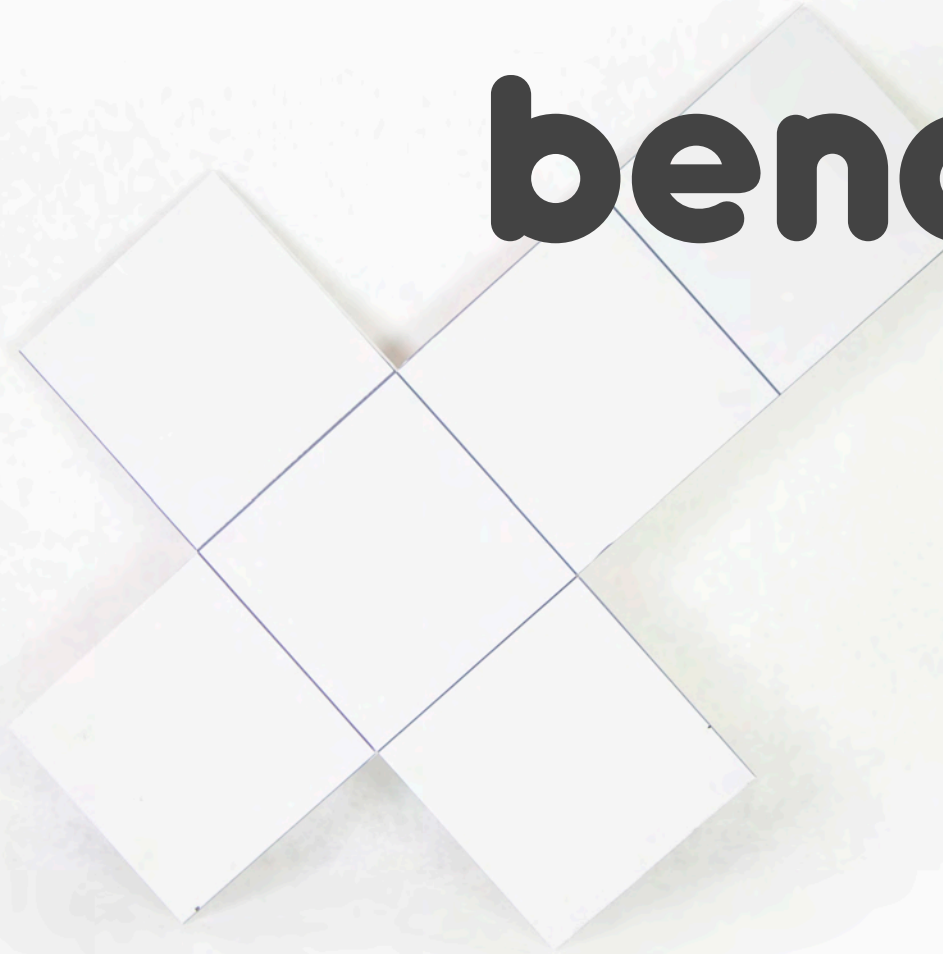
bending



box layout



bending



gluing

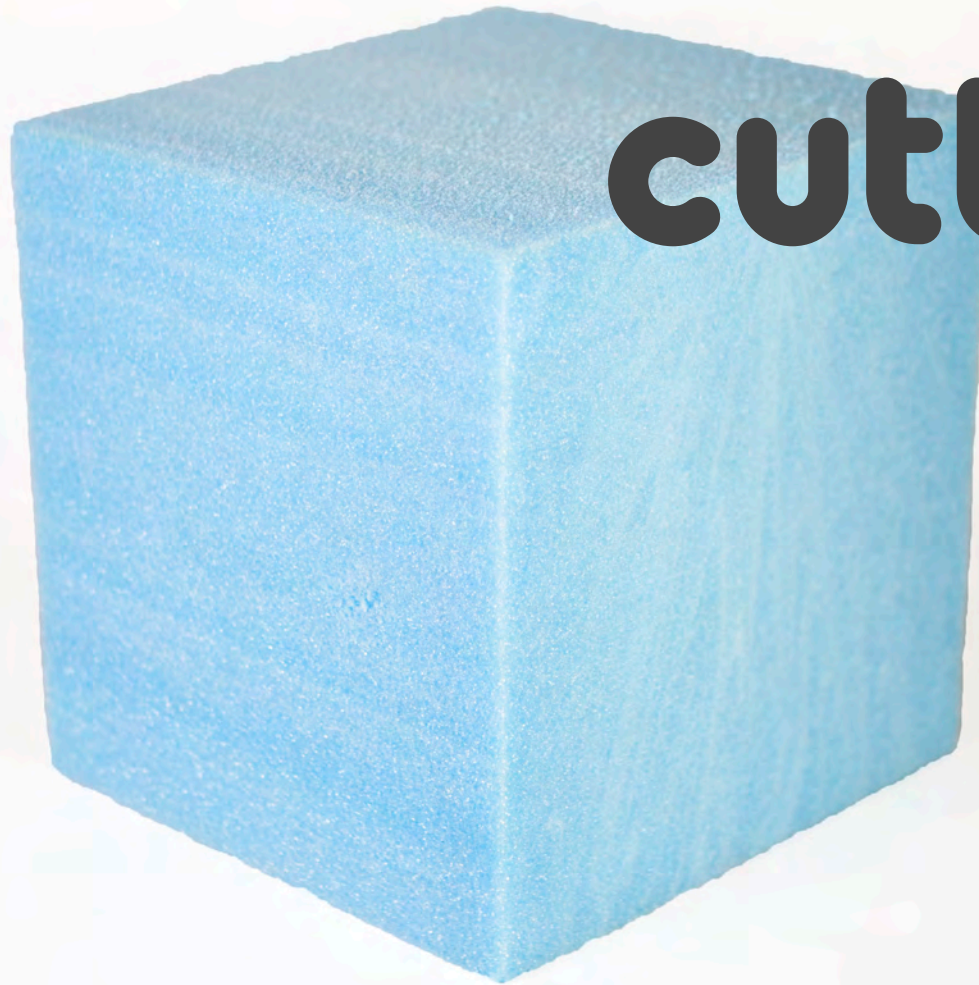


foam core



blue foam



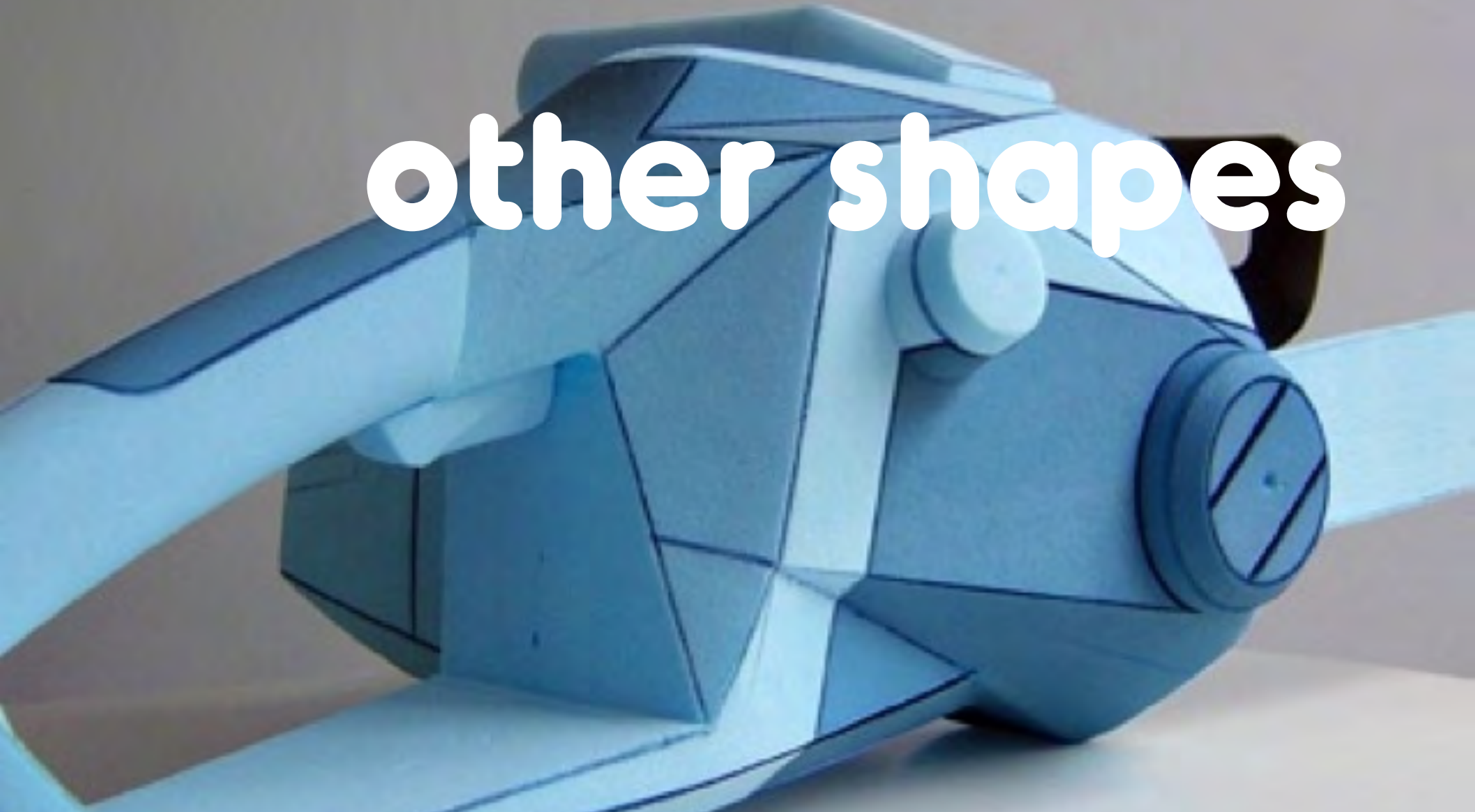


cutting

cutting



other shapes



other shapes

