Master’s Projects

Fall 2019

Sean Kerr and Satie Airamé
Group Project or Eco-Entrepreneurship Project

- Master’s thesis
- 1-year project beginning in Spring 2020
- **14 units** of courses: ESM 401ABCD or ESM 402ABCD
- Groups: 4-5 students, faculty advisor(s)
- Client-driven GP vs. Self-driven Eco-E
  - GP assigned vs. Eco-E self-selected
- **B or better is required**

Group & Eco-E Project Contacts

Sean Kerr, Group Project Coordinator ([projects@bren.ucsb.edu](mailto:projects@bren.ucsb.edu))

Andrew Plantinga, Group Project Committee Chair

Emily Cotter, Eco-E Project Coordinator and Instructor ([ecotter@bren.ucsb.edu](mailto:ecotter@bren.ucsb.edu))

Matt Potoski, Eco-E Project Faculty Committee Chair
Group Project Proposals

• Start prepping proposals in Fall
  • Some clients want students as co-authors on a proposal.

• **GP Proposal Kick-Off**
  • **Wed, Oct 23, 11:00am – 12:00pm**
  • Process (selection committee, project selection, voting, etc.)

• Anyone can submit
  • Students, nonprofits, NGO’s, corporations, individuals (i.e, professors)
  • If your project is selected, 2 student co-authors are guaranteed on that project

• **GP Proposal Writing Workshop (Lisa Leombruni)**
  • **Fri, Nov 22, 12-1:15pm (BH 1414)**

• Proposal RFP and Guidelines on [Bren website](http://bren.ucsb.edu)

• Proposals due via email **Fri, Jan 24, 2020 at 5:00 pm to projects@bren.ucsb.edu**
GP Selection & Assignment

- **Fall 2019:** GP Committee formed
  - 3 students TBD, Sean Kerr, Andrew Plantinga, Kelly Caylor, David Tillman, Steve Gaines, Satie Airamé

- **Winter 2020:** Proposal evaluation/selection

- **End of Winter 2020:** Project unveiling, voting, and project assignments
  - Students given 100 points to allocate to projects
  - Optimization routine determines optimal grouping of students based on point allocation

- **First week of Spring 2020:** GP Kickoff meeting & Client Relations Workshop
Project Timeline

Spring 2020
ESM 401A
- Scoping
- Workshops
- Research
- Workplan
- Review Meeting
- Website

Summer Internships

Fall 2020
ESM 401B
- More research!
- Analysis
- Products
- Final Report Outline
- Review Meeting

Winter 2021
ESM 401C
- Draft Report
- Faculty Review
- Final Report
- Public Abstract

Spring 2021
ESM 401D
- Brief
- Poster
- Public Presentations
Public Presentations 2020

Friday April 24, 2020

Hilton Santa Barbara Beachfront Resort
Eco-Entrepreneurship

• **Eco-E Project**: Serves as Bren Master’s thesis, instead of a Group Project

• **Eco-E Focus**: *Optional* to enhance any Bren specialization; 14 units of coursework
  • Focus discussion was Thurs, Sept 19

• **Graduate Program in Management Practice (GPMP)**: *Optional* UC recognized certificate offered by the Technology Management Program at UCSB’s College of Engineering
Eco-E Project Goals

• Through an Eco-E Project, 3-5 students put Eco-E concepts into practice by:
  • Developing a business model that creates an environmental benefit
  • Building a prototype concept
  • Creating a go-to-market strategy
  • Pitching new venture in a competitive setting with real funding potential
Eco-E Project Proposals

• Only MESM 2021 students can submit Eco-E Project proposals; no outside clients

• Start idea generation in Fall (ESM 256A Intro to Eco-E)

• Eco-E Project Proposal Kick-Off
  • Wed, Oct 30, 2019 from 12:30 – 1:30 pm

• To propose a project, you must take ESM 256B New Venture Opportunity Analysis in Winter 2020.

• Deadline for Eco-E Proposals is: Feb. 14, 2020
Eco-E Project Selection

• Winter 2020: Proposal evaluation/selection
• Eco-E Program Committee
  • Matt Potoski, Chair
  • Mark Buntaine
  • Bruce Kendall
  • Emily Cotter, Staff Coordinator
  • Sean Kerr, Staff Consultant
  • Satie Airamé, Staff Consultant
  • 2nd year MESM student representatives TBD
Eco-E Project: Coursework and Process

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<tr>
<th>SPRING 2020</th>
<th>FALL 2021</th>
<th>WINTER 2021</th>
<th>SPRING 2021</th>
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<tbody>
<tr>
<td>ESM 402A (4 units)</td>
<td>ESM 402B (4 units)</td>
<td>ESM 402C (4 units)</td>
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<td>New Venture Formation</td>
<td>Eco-E Lab</td>
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<td>Business model development</td>
<td>Prototype concept development</td>
<td>Draft Report + Faculty Review presentation</td>
<td>Poster and marketing piece + Public</td>
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<td>+ Literature review</td>
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<td>+ Final Report</td>
<td>Presentation + New Venture</td>
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<td>+ “Lessons learned”</td>
<td>+ Literature review</td>
<td>+ Final Report</td>
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<td>presentation</td>
<td>+ Final Report outline</td>
<td>+ New Venture competitions</td>
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<td>+ Eco-E Project website</td>
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What MESM students say about Eco-E Projects

• “I never would have imagined doing an Eco-E Project when I started at Bren but it turned out to be **probably** the most valuable experience I had in the program.”

• “Being a part of Eco-E has been **an incredible experience, one I never expected** when I first enrolled at Bren. I had no idea that entrepreneurship and business in general would speak to me in the way it did.”

• “Eco-E has been THE formative experience at Bren.”
Master’s Project Info Sources

• 2nd year Master’s Project Flash Talks
  • Wed, Oct 16, 11:00am-12:00pm (BH 1414)

• Website
  • Research/Projects/Master’s Projects/Group Projects
  • Research/Projects/Master’s Projects/Eco-E Projects
  • Academic programs/MESM/Eco-E Focus
  • Internal Services/Academic & Student Information/Group Project and Eco-E Project Guidelines

• Other resources
  • Project posters (3rd floor lab wing)
  • Project briefs and marketing collateral (in Reading Room and website)
  • Project reports on website (Eco-E typically not published)
Questions

Emily Cotter, Eco-E Project Coordinator
ecotter@bren.ucsb.edu

Sean Kerr, Group Project Coordinator
sean@bren.ucsb.edu
projects@bren.ucsb.edu
Student Panel

Daphne  
GP  
CP, EDS

Eamon  
GP  
CEM, SECM

Maddie  
GP  
CP

Geoff  
GP  
CEM, SECM

Kirby  
GP  
CMRM, EPE, EDS

Jill  
Eco-E  
CMRM