

Bren School of Environmental Science & Management

University of California, Santa Barbara



ECO-E PROJECT PROPOSAL GUIDELINES

The Bren School of Environmental Science & Management at the University of California, Santa Barbara seeks Eco-Entrepreneurship (Eco-E) Project proposals from the Master of Environmental Science and Management (MESM) Class of 2015. MESM students have the option to complete either a Master's Group Project or an Eco-E Project to fulfill core requirements. The Group Project or Eco-E Project serves as the thesis for Bren School Master's-level graduate students. The projects will be carried out from April 2014 to April 2015.

Eco-E Project Objectives

The goals of the Eco-E Project are to provide students with training and experience in developing a business model, building a prototype concept, and creating a go-to-market strategy for a new environmental venture; and to provide a mechanism for students to cultivate innovative and agile thinking and to develop leadership and team-building skills.

Eco-E Project Proposal Process

Bren MESM students who wish to submit a proposal for an Eco-E Project must enroll in New Venture Opportunity Analysis (ESM 256B) during the winter quarter of their first year in order to complete an Eco-E Opportunity Analysis, which serves as the Eco-E Project Proposal ("Proposal").

Students in ESM 256B who would like to propose an Eco-E Project to satisfy the requirements of the MESM degree must:

- submit an application by Friday, February 28, 2014,
- submit the Eco-E Project proposal (Eco-E Opportunity Analysis) on Friday, March 7, 2014, and
- present their Eco-E Project proposal on Monday, March 10, 2014.

Desirable Eco-E Project Attributes

Students should propose an original idea that represents an Eco-E Opportunity and may not collaborate with outside client. Students may seek advice from any source, but the Proposal must be the original creation of the proposers, and all team members must be prepared to define and defend the Eco-E Opportunity concept.

In the Proposal, students should provide evidence that a customer problem exists. The proposed solution should solve this problem for an identifiable group of customers/users. This market should be accessible and potentially large enough that a viable business might be built.

Additionally, the proposed solution should help solve an environmental problem. The Proposal should include a background/literature review on the environmental problem to be addressed.

Eco-E Projects should address current environmental problems and require significant analysis to determine an environmental benefit that would result from the creation of the proposed new venture. Projects should involve quantitative analysis and scientific investigation.

Projects whose main purpose is to write a business plan for executing a known or proven business model are not appropriate. One of the goals of the Eco-E Project is to develop agile thinking skills. Therefore, the Eco-E Project should provide an opportunity to search for a viable business model.

APPLICATION REQUIREMENTS

Applications for Eco-E Projects are due by 12:00 p.m. on February 28, 2014. Applications must include all of the following:

1. Team Name.
2. Brief description of the Eco-E Opportunity, which includes the “customer” problem to be solved, the proposed solution and the potential environmental benefit offered to society (250 words or less).
3. State the environmental problem to be addressed (150 words or less).
4. List any expected skill development opportunities (e.g., Geographic Information System analysis, Life Cycle Assessment, Economic Cost-Benefit Analysis, etc.).
5. Proposer(s). Name and contact information (email, phone) of the proposer(s). Only one is required for the proposal.
6. Team Members. No minimum requirement for the proposal. Teams should consist of no more than 5 students. [If a proposal is selected, Eco-E Project teams ideally should be 3-5 students. MESM students in the Class of 2015 and who are not enrolled in ESM 256B also may be considered as potential team members.]

Submit applications electronically via survey link:

<https://www.surveymonkey.com/s/2014EcoEprojectapp>

PROJECT SELECTION CRITERIA

Criteria used to select Eco-E Projects include:

- Extent to which the Eco-E Opportunity may solve a “customer” problem and provide an environmental benefit to society (i.e., addresses a real environmental problem).
- Extent to which the Eco-E Opportunity includes a revenue-generating product or service with a customer (economic buyer) and end-user identified.
- Extent to which students can search for a viable business model for a new environmental venture (vs. execute a proven business model).
- Extent to which the project matches expertise and capabilities of Bren School students and faculty.

- Extent to which the scope of the project is feasible, given student experience and time availability.
- Extent to which logistics are practical.

Selection Process

All submissions will be reviewed by the Eco-E Project Committee. Final selection will be based on the Eco-E Opportunity Analysis (“Proposal”) conducted through New Venture Opportunity Analysis (ESM 256B). Proposal guidelines are available on the ESM 256B GauchoSpace course website. The Eco-E Project Committee will consider both the written proposal and proposal presentation. ***Eco-E Project Proposal Presentations will be held at 2:30-4:00 p.m. on Monday, March 10, 2014.***

Following the presentations, the Eco-E Project Committee will select proposals that will continue as Eco-E Projects and all student proposers will be notified of the status their proposals. For Eco-E Project proposals that were selected, proposers may recruit other students from the MESM Class of 2015 to join their Eco-E Project teams. Teams should consist of no fewer than 2 students and no more than 5 students. At least 2 students must be committed to the Eco-E Project before the deadline for submitting preferences for Group Projects. Other students recruited by the Eco-E Project team may assign up to 80 points to the Eco-E Project, when submitting preferences for Group Projects.

Additional Information

Questions regarding Eco-E Project goals or proposal preparation can be addressed to Emily Cotter (ecotter@bren.ucsb.edu).