



BREN SCHOOL GUIDELINES FOR ECO-E PROJECT PROPOSALS

The Bren School of Environmental Science & Management at the University of California, Santa Barbara seeks proposals for Eco-Entrepreneurship (Eco-E) Projects to solve environmental problems through new ventures. The Eco-E Project serves as the master's thesis for our graduate students. The projects will be conducted from April 2021 to April 2022.

All proposers 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, a course which supports proposal development. During this course, **Eco-E Project Coordinator Emily Cotter** will serve as the instructor and provide guidance regarding proposal content and format. She also connects proposal authors with Bren faculty, staff, and students, as well as industry experts, who can provide additional guidance and assistance in writing proposals.

Project proposals are due via email to ecotter@bren.ucsb.edu on February 12, 2021 by 5:00 p.m. and are limited to **three pages** (excluding references). Examples of past Eco-E Projects are available for viewing on the Bren School website.

The proposal format is outlined below. Each required section will be considered, with Sections 1-3 scored, by the Eco-E Program Committee.

Proposal Format:

1. Title, descriptive of the Eco-E Opportunity to be researched.
2. Name and contact information (email, phone, and affiliation) of the proposer(s). Proposers must be Bren students in the MESM Class of 2022. Eco-E Projects do not have clients. If the proposal is selected, the student authors will have the option to be guaranteed membership on the team.
3. Proposed Eco-E Project (3 pages)
 - a. Eco-E Opportunity. In a broad sense, what is the environmental problem to be addressed? How will you narrow it down? What is the proposed customer problem to be solved? Provide some evidence that this customer problem exists. What is the proposed solution, if known? What is the potential environmental benefit offered to society, if known?
 - b. Objectives. What are the science and industry or business model questions that need to be answered by the project? Focus on 3 concrete and achievable objectives.
 - c. Significance. What is the context for this work? Why is this potential venture important? Has a target market been identified?

- d. Background. Which industry would be addressed? Share your preliminary analysis of this industry. In general, how did the customer/industry problem arise? What has been done to date, if known? In general, how did the environmental problem arise? What has been done by others to solve this environmental problem, to date, if known?
 - e. Available data. How will you approach a literature review on the environmental problem? What data do you think you will need? How and when can the students acquire data for their analyses? If you already have data, share your analysis of that data or how you plan to analyze it.
 - f. Possible approaches. What is your starting point for business model development and your corresponding plan for conducting industry/market research? Which methods will you use? Please describe any opportunity for prototype/pilot project development.
4. Supporting Materials (do not count toward 3-page limit)
- a. Citations. Due to the scientific and technical nature of many interdisciplinary environmental problems, authors are encouraged to include citations to support their proposal. Authors should include citations to support any industry data included in the proposal.
 - b. List of Interviews. The first step of the Eco-E customer discovery process is to conduct qualitative interviews with industry experts and potential customers. Authors are encouraged to use these interviews as evidence to support their proposal. Provide a list of interviews conducted, separately from written sources listed as citations for (a) above. For interviews, include the date of the interview, whether it was conducted in person or by phone, name of interviewee, name(s) of interviewer(s), and location for in-person interviews (or location of interviewee).

Submit Eco-E Project proposals via email by Friday, February 12, 2021 at 5:00 pm to:

Attn: Eco-E Project Coordinator (ecotter@bren.ucsb.edu)
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