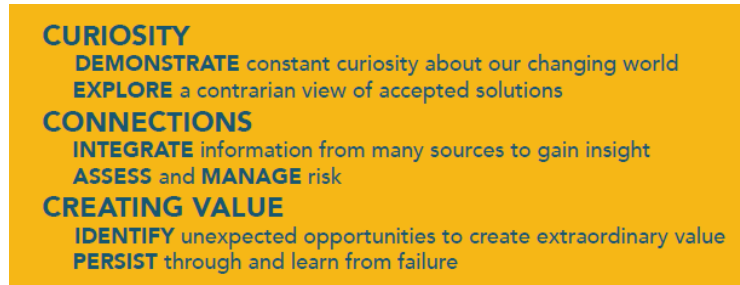


Example Activities to Promote Development of the Entrepreneurial Mindset in Engineering Courses



1. KEEN Idea - Catching the Pitch

Have students review pitches available via this search -

<https://www.google.com/search?safe=off&biw=1920&bih=969&tbn=vid&q=engineering+innovation+elevator+pitch+examples&spell=1&sa=X&ved=0ahUKEwjNvdC9wY3MAhUEvIMKHeZdDqwQBQgbKAA&dpr=1> – and select one they think is a good model and include a description of why they think it is a good model. Have students review the rationales their classmates shared and compile a list of “best practices” for developing a pitch based on them.

2. Have students review the evaluations of the pitches available here

<http://www.businessinsider.com/the-best-startup-pitches-of-all-time-2012-11?op=1>, write their own review of one of the pitches available here

<https://www.google.com/search?safe=off&biw=1920&bih=969&tbn=vid&q=engineering+innovation+elevator+pitch+examples&spell=1&sa=X&ved=0ahUKEwjNvdC9wY3MAhUEvIMKHeZdDqwQBQgbKAA&dpr=1> and then identify an innovation related to the content of your course for which the pitch might serve as a model.

3. Have students examine the pitches available here <http://www.businessinsider.com/the-best-startup-pitches-of-all-time-2012-11?op=1>, provide guidance to the presenter about how to modify the pitch for an internal audience, and then describe the ways in which the internal audiences for the presenters included in this resource might be similar to or different than the internal audiences in engineering broadly and/or for a particular innovation related to your course content.

4. Have students imagine they’ve been called in to revamp a panned “Shark Tank” pitch. Have them review the pitches available here - <http://www.businessinsider.com/worst-shark-tank-pitches-2015-9> and select one on which to focus, then have them either develop a new pitch of their own or a set of guidelines to the original innovator to revamp the pitch. Finally, have the class develop a list of “pitch pitfalls to avoid” in making an engineering innovation pitch.

Example Discussion Prompts to Promote Development of the Entrepreneurial Mindset in Engineering Course Online Discussions

CURIOSITY
DEMONSTRATE constant curiosity about our changing world
EXPLORE a contrarian view of accepted solutions

CONNECTIONS
INTEGRATE information from many sources to gain insight
ASSESS and **MANAGE** risk

CREATING VALUE
IDENTIFY unexpected opportunities to create extraordinary value
PERSIST through and learn from failure

| | Introduction to Engineering | Computer Integrated Manufacturing | Engineering Statistics |
|---|--|---|---|
| <p>Alex Milovic – What is a pitch? Social styles and how do they frame your pitch? Elements to focus on the end game of your pitch</p> | <p><u>Curiosity:</u> During Design Day, you are required to pitch your design and answer questions. Considering each of the 4 types of social styles, what questions do you think each may ask about your design?</p> <p><u>Connections:</u> TV commercials are one way companies “pitch” to potential customers their new innovation. Use YouTube to identify 2 commercials for a new innovation that focus on 2 of the 4 social styles (analyticals, drivers, amiables, expressives). Describe the pitch and explain why it works?</p> <p><u>Creating Value:</u> Imagine you are trying to get your boss’s approval for investing in your design project. Pick two different social styles and in 3 sentences each, pitch the idea to your boss.</p> | <p><u>Curiosity:</u> As a manufacturing engineering for Company X, you are contemplating replacing 10 assembly line workers with one robot. Identify the pros and cons from the perspective of the assembly line workers, the quality control department, and your boss.</p> <p><u>Connections:</u> Select an automation or technology project you would like to implement at Manufacturing Company X. Identify at least 4 groups of internal customers you should get feedback from before giving the pitch in front of the entire company. Explain why.</p> <p><u>Creating Value:</u> Imagine you are trying to get your boss’s approval for investing in a robot to replace 10 assembly line workers. Pick two different social styles and in 3 sentences each, pitch the idea to your boss.</p> | <p><u>Curiosity:</u> Politicians need to pitch themselves and their agenda to get the approval of voters. Provide an example of how a political group could statistical manipulate data in its favor.</p> <p><u>Connections:</u> TV commercials are one way companies “pitch” to potential customers their new product or innovation. Use YouTube to identify 2 commercials for a new innovation that use statistics to persuade customers. Describe the pitch and explain why it works?</p> <p><u>Creating Value:</u> Identify a commercially available product. Be creative and come up with a hook that incorporates some form of statistics to get customers engaged.</p> |