

# ENGR 102 - Freshman Academy

Fall 2008 (Leana Golubchik)

Sustainability Project  
Final Report

# Report Outline

- Brief overview/motivation (as an introduction)
- Description of problem you are trying to address
  - Business opportunity
- Your company's solution
  - Product description
  - Engineering challenges (and how you solved them or envision solving them)
  - Potential customers and potential benefits to them
- How will your company make money
  - Sales and marketing plan
  - Costs
  - Competition
  - Timeline
- Your team
- Lessons learned

# Suggestions

- Use pictures, graphs, not just text
- Don't forget to describe your team and each member's expertise (i.e., what they bring to the table)
- It's ok if some of your solutions/benefits/customers are "envisioned"
- Be creative