

ENGR 102 - Freshman Academy

Fall 2009 (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