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