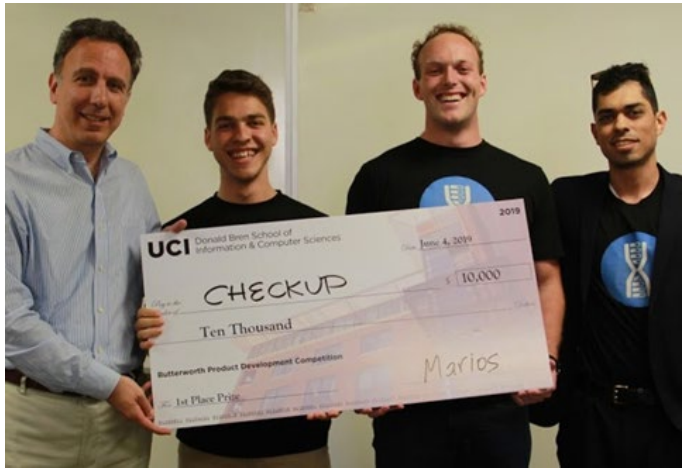
Beall Student Design and Butterworth Product Development Competitions

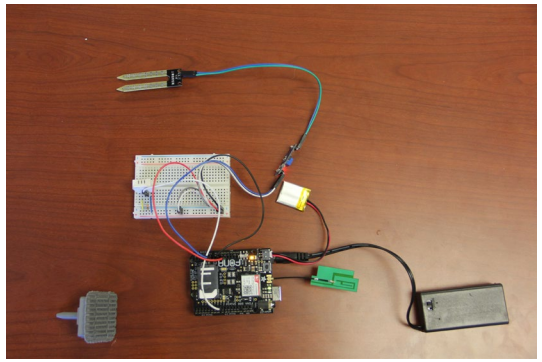
Workshop #1
Introduction to Key Design Concepts
January 12, 2022

Welcome!


UCI
Donald Bren School of
Information & Computer Sciences
2019
June 4, 2019
CHECKUP
$ 10,000
Ten Thousand
Butterworth Product Development Competition
1st Place Prize
Marios

Butterworth Competition

The Beall Competition



Competition Summary

- Promote excellence in product design and development among Engineering, ICS and UCI Students
- Open to all UCI students (Graduate and Undergraduate)
  - Butterworth: Must have 1 ICS student
  - Beall: Must have 1 Engineering student
  - Teams must be entirely comprised of matriculated UCI students

Competition Summary

- Each competition will award a 1st, 2nd, and 3rd place prize.
- Specialty prizes will be announced in Winter 2022 that may include:
  - Best prototype
  - Best UX/UI
  - Best Customer Feedback
- $40,000+ total in Cash Awards!
- The top team will get preferred application to Wayfinder for the summer 2022 cohort.

Competition Due Dates

1. Intent to Enter (ASAP)
   - https://tinyurl.com/bbcompintent22
2. Concept Paper & Product Specifications (March 6, 2022)
   - Template will be on the website
3. Product Specification Midpoint Review (April 8, 2022)
4. Final Product & Business Case Due (May 15, 2022)
   - Template will be on the website
5. Demo Day (May 20, 2022)
6. Awards Night! (May 25, 2022)

Schedule (part 1)

Qtr. & Week	Day	Date	Time	Event
~~F8~~	~~Monday~~	~~11/15/2021~~	~~5:30-7 pm~~	~~BB Comp Kick-Off~~
WINTER BREAK				
W2	Wednesday	01/12/2022	6-7:30 pm	BB Workshop #1
W4	Wednesday	01/26/2022	6-7:30 pm	BB Workshop #2
W6	Wednesday	02/09/2022	6-7:30 pm	BB Workshop #3
W7	Wednesday	02/16/2022	6-7:30 pm	BB Workshop #4
W9	Wednesday	03/02/2022	6-7:30 pm	BB Workshop #5
W9	Sunday	03/06/2022	11:59 pm	Concept Papers & Product Spec Due
SPRING BREAK				

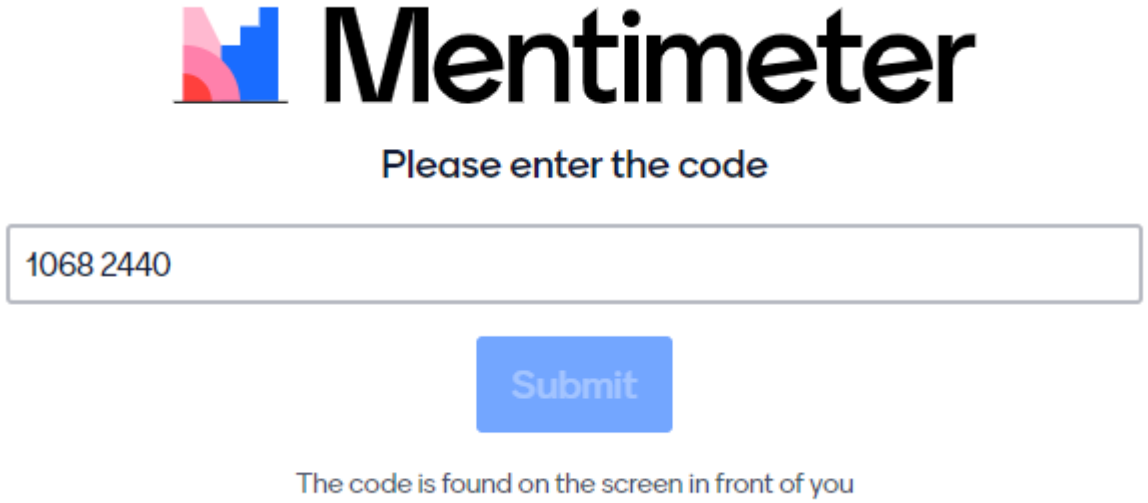
Schedule (part 2)

Qtr. & Week	Day	Date	Time	Event
SPRING BREAK				
S2	Friday	04/08/2022	8:00 am-5:00 pm	BB Midpoint Review
S3	Wednesday	04/13/2022	6-7:30 pm	BB Coaching Session #1 - Orientation
S5	Wednesday	04/27/2022	6-7:30 pm	BB Coaching Session #2
S7	Wednesday	05/11/2022	6-7:30 pm	BB Coaching Session #3
S7	Sunday	05/15/2022	11:59 pm	Final Product & Business Case Due
S8	Wednesday	05/18/2022	6-7:30 pm	BB Coaching Session #4
S8	Friday	05/20/2022	8:00 am-5:00 pm	BB Demos & Final Presentations
S9	Wednesday	05/25/2022	5:30-7 pm	BB Awards Ceremony

Good Design

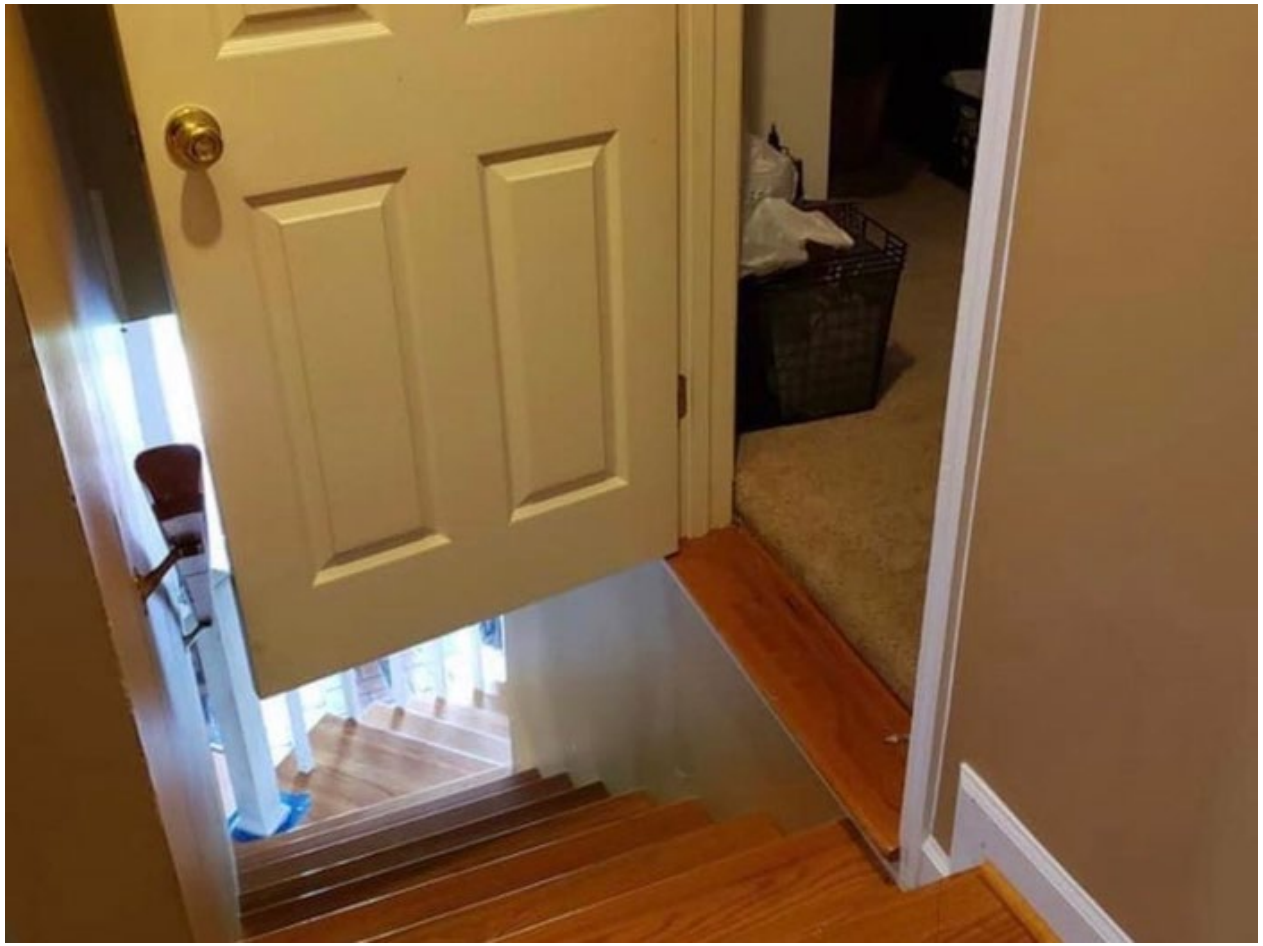
Good Design

- Menti.com
- CODE: 1068 2440

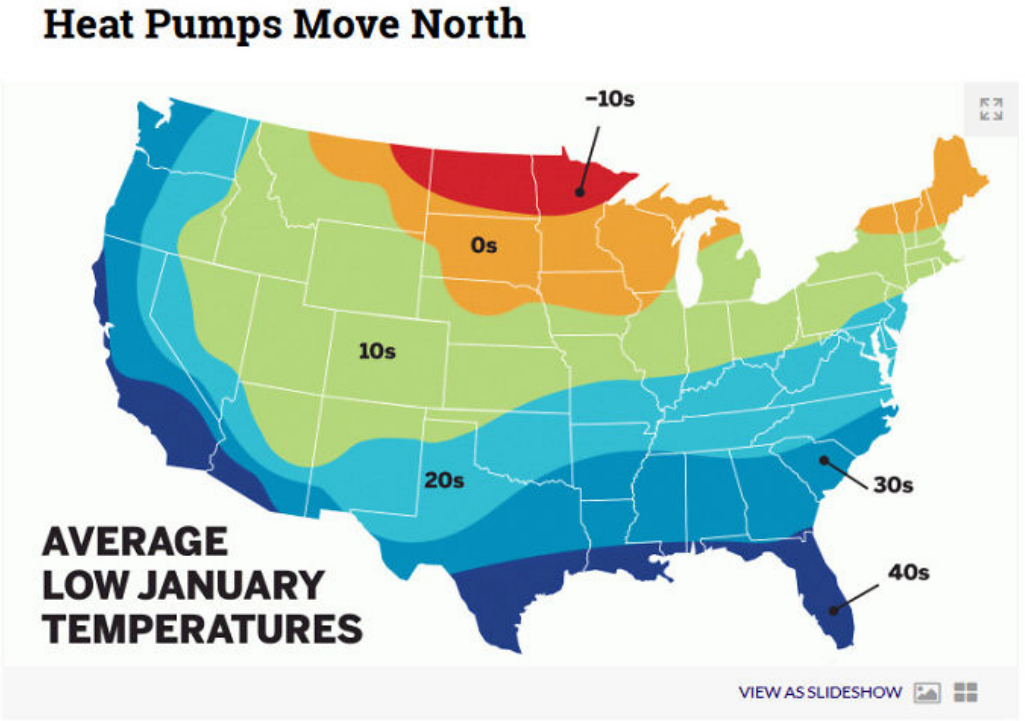


What is NOT good design?

AT&T
replaytv
SONICblue
DVD
Pioneer
SONY
TV
Pioneer
Panasonic
LIGHT TOWER



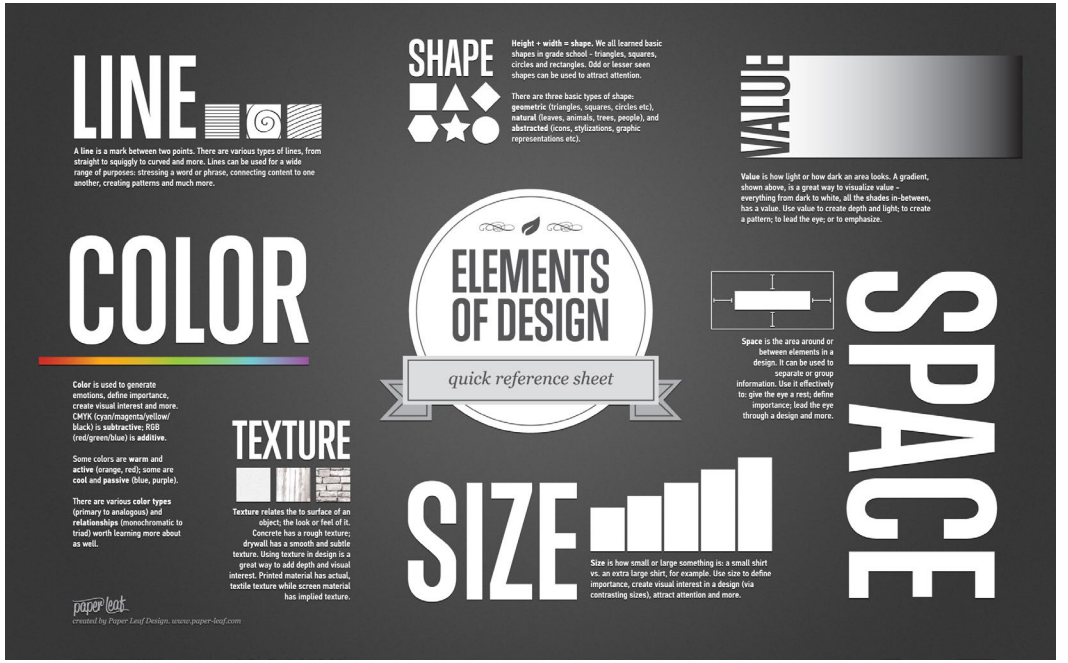
OPD OFFICEWARE
WHITEBOARD MARKER
LOW ODOUR
XYLENE FREE
BULLET TIP - 1.5MM
OPD OFFICEWARE
PERMANENT MARKER


Heat Pumps Move North
-10s
0s
10s
20s
30s
40s
AVERAGE
LOW JANUARY
TEMPERATURES
VIEW AS SLIDESHOW

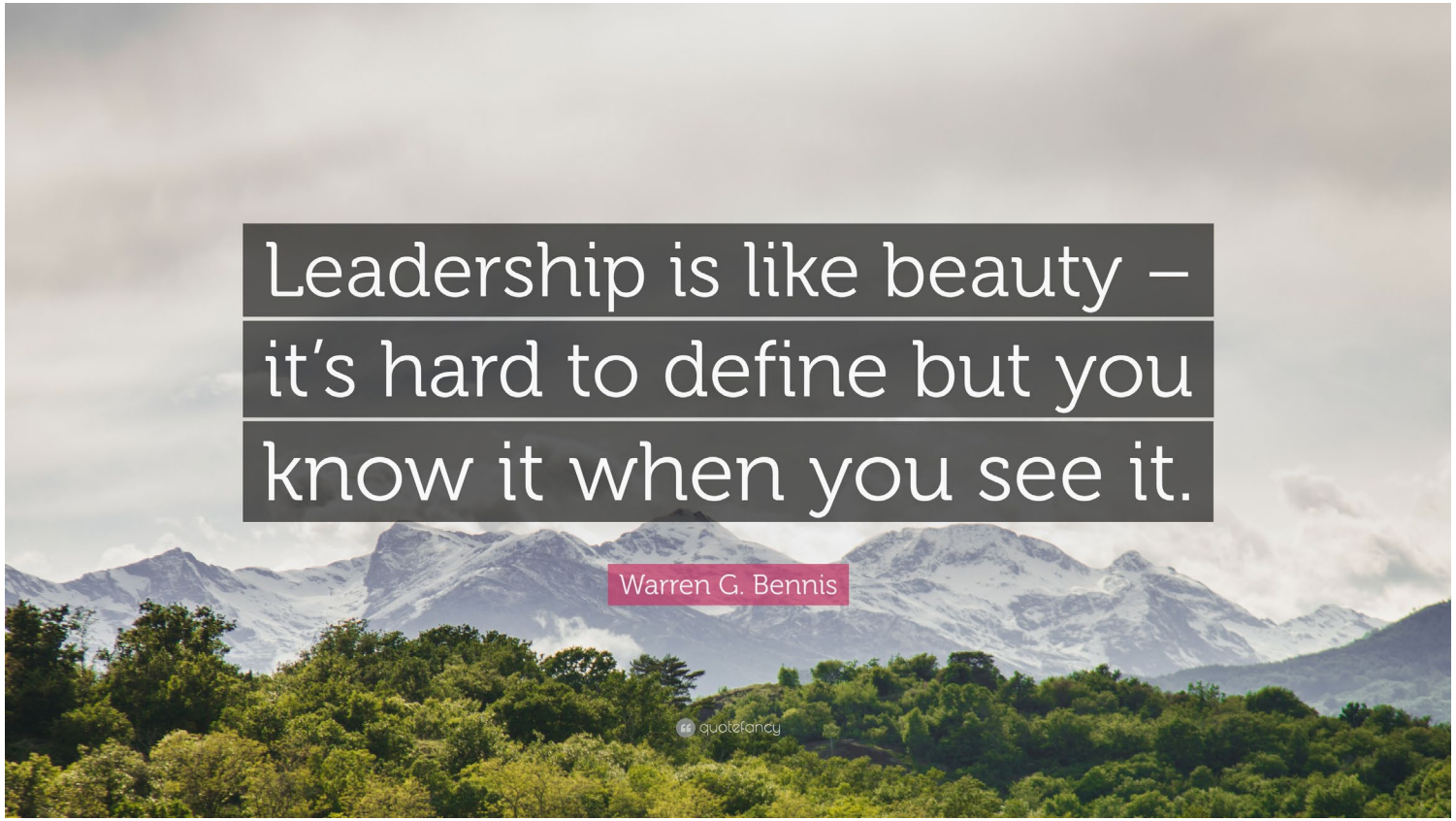
F**K PLASTIC
101
ways to free
yourself from plastic
and save the world

It’s not just visual

It's Not Just Visual



Good Design Is Like Beauty



…so is Good Design

Dieter Rams' Ten Most Important Principles of "Good Design"

1. Innovative
2. Useful
3. Aesthetic
4. Understandable
5. Unobtrusive
6. Honest
7. Long-Lasting
8. Thorough
9. Environmental
10. Simple

(1) Innovative

"The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself."

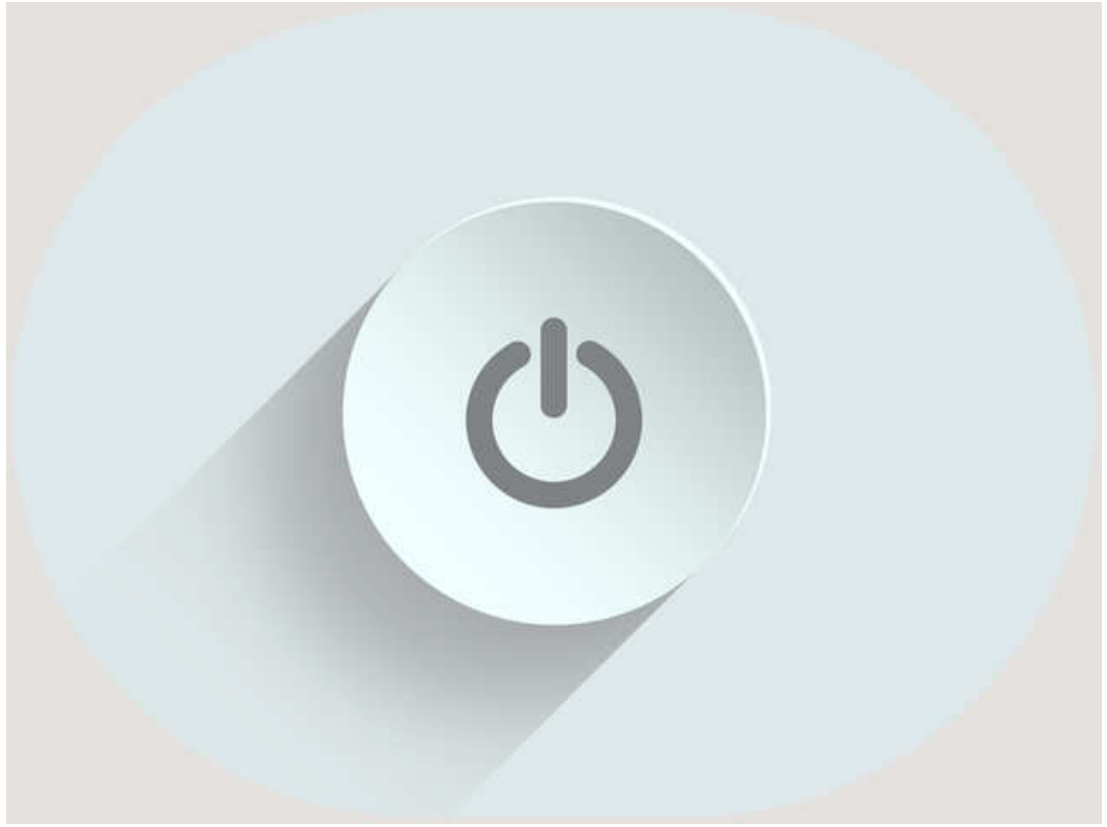
(2) Useful

- “A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasizes the usefulness of a product whilst disregarding anything that could possibly detract from it.”

(3) Aesthetic

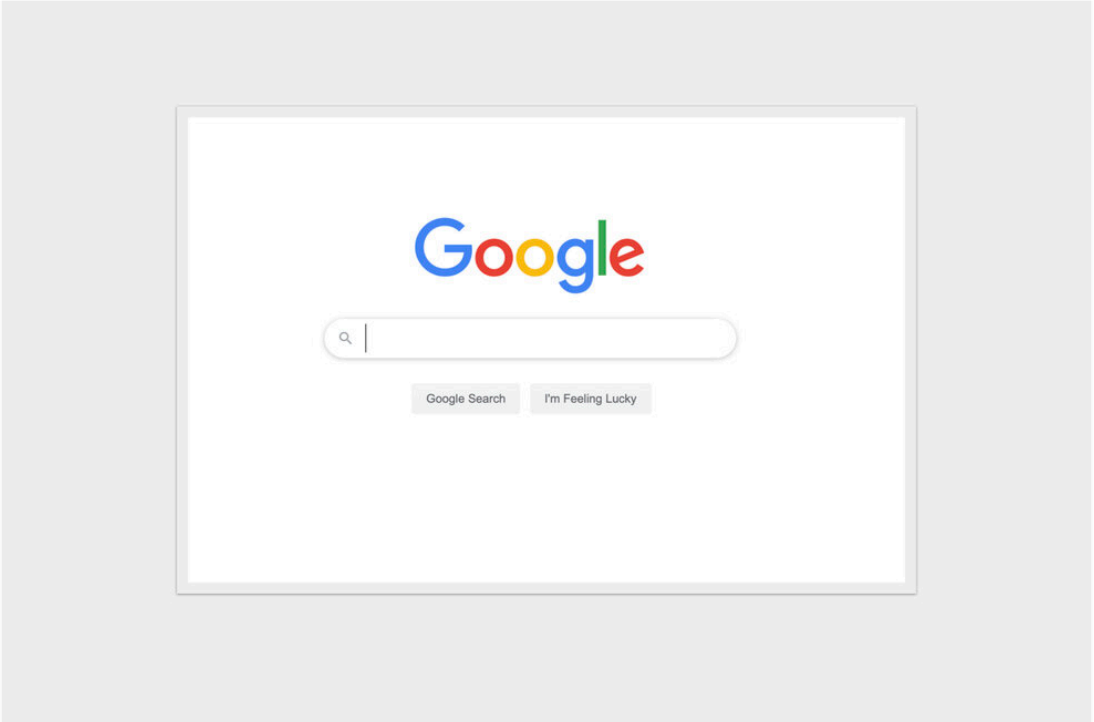
"The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful."

(4) Understandable



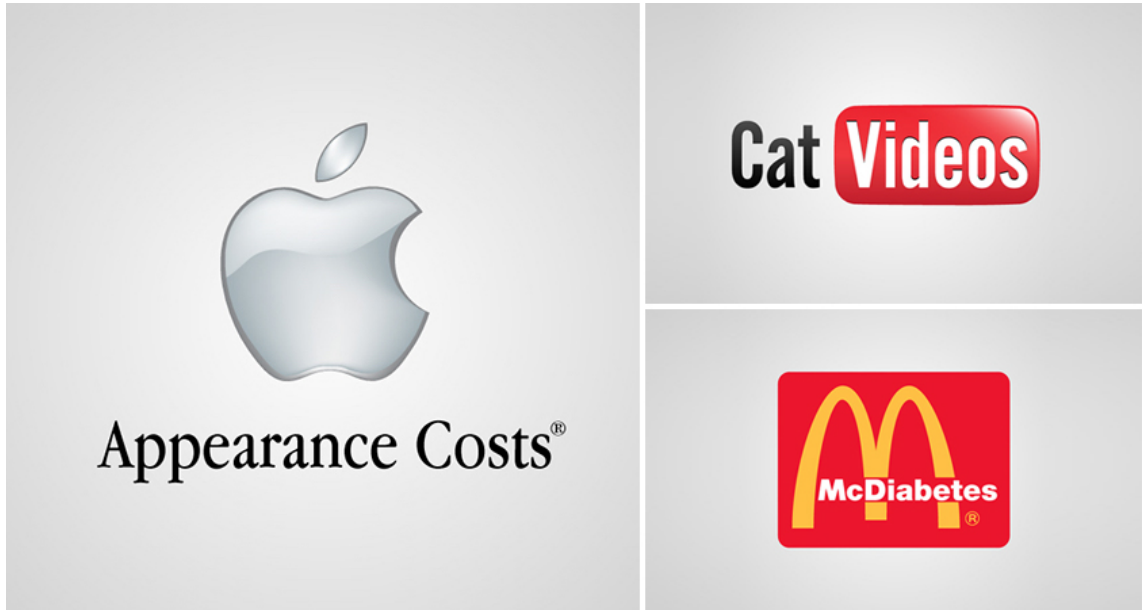
"It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory."

(5) Unobtrusive



"Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression."

(6) Honest



"It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept."

(7) Long-Lasting

"It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society."

(8) Thorough

"Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user."

(9) Environmental

"Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product."

(10) Simple

ANTrepreneur Center

Powered by UCI Applied Innovation

"Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials.

Back to purity, back to simplicity."

What can you do to make your concept a better design?

1. Innovative
2. Useful
3. Aesthetic
4. Understandable
5. Unobtrusive
6. Honest
7. Long-Lasting
8. Thorough
9. Environmental
10. Simple

Go to **www.menti.com** and use the code **1068 2440**

What is "good design"?

Mentimeter

Resources

- ANTrepreneur Center
- Beall Applied Innovation
- Beall Center at Merage Business School
- Wayfinder
- Library
  - https://guides.lib.uci.edu/c.php?g=333594&p=2249561
  - https://guides.lib.uci.edu/entrepreneurship

Next Steps

- Intent to Enter:
  - https://tinyurl.com/bbcompintent22
- New Venture Competition Kick-Off
  - https://merage.uci.edu/events/2022/01/nvc-kickoff-2022.html

UCI Samueli School of Engineering

Current Students | Departments | Directory | Faculty & Staff | Alumni & Friends

ABOUT | ADMISSIONS | RESEARCH | INDUSTRY | OUTREACH | INCLUSION | NEWS & EVENTS

STATUS: UCI CORONAVIRUS UPDATES

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- FACTS & FIGURES
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Engineering Students Win Big in 2021 New Venture Competition

Engineering Students win big at the 2021 Merage New Venture Ant Tank Finale Competition.

June 9, 2021 – The Merage School's Beall Center for Innovation and Entrepreneurship conducted its virtual live "Shark Tank"-style final round of this year's 17th annual New Venture Competition on May 27, 2021. The top ten teams walked away with cash and prizes valued at more than $100,000; three of the winning teams included Samueli School of Engineering students.

The grand finale was broadcast via Zoom where the finalists competed for the grand prize in a 3-minute fast-pitch, facing a panel of five distinguished judges from Orange County's startup ecosystem. Although the judges considered specific criteria when evaluating concept papers and pitch decks, they ultimately chose the winning teams based on which pitches they would most likely invest their own money in.

Here are the winning teams that count Anteater Engineers as members.

MoodCloud earned a tie for first place in the Consumer Services category ($5,000). MoodCloud is an app that combines artificial intelligence with the world of lifestyle and health management. It enables its users to express themselves and view exactly how their day-to-day lifestyle has a long-term impact on their health.

REMSYS tied for first place with MoodCloud in the Consumer Services category ($5,000). The team's goal was to create a résumé management system designed for college students. The program would alleviate the hassle of managing multiple résumés when applying to various jobs.

StyloSonic took home first place in the Life Sciences category ($7,500). StyloSonic is a miniaturized handpiece that uses ultrasound/photoacoustic imaging to provide key periodontal metrics. The tool aims to assist dentists and periodontists with accurately diagnosing gingivitis in the early stage and to reduce the rate of advanced periodontitis.

The UCI New Venture Competition is open to all UCI students, staff members and researchers as well as community members. This year, 100 concepts were initially submitted in February. The competition and entrepreneurship program are dedicated to cultivating the entrepreneurial mindset and launching student startups in Orange County.

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New Venture Competition '22

January 20, 2022

$100,000

UCI Paul Merage School of Business

Beall Center for Innovation & Entrepreneurship

Beall Butterworth vs. New Venture Competition

	Beall Butterworth Competition	New Venture Competition
Competitor Eligibility	UCI students only	Students & Community
School Student Requirement	1 ICS student for Butterworth 1 Eng. student for Beall	2 UCI students minimum 4-person minimum
Multi-Competition	Teams can compete in NVC and either Beall or Butterworth	
Focus of Judging Criteria	Design and Product Development	New Venture Creation
Initial Submission	Concept Paper (same as NVC) + Product Specifications	Concept Paper
Progressive Elimination	1). Concept Paper + Product Spec 2). Midpoint Review 3). Final Product & Business Case 4). Demo Day All teams compete throughout the entire competition	1). Concept Paper Round (Open) 2). Semi-Finals (~50 teams) 3). Finals (10 teams)

Next Steps

- Intent to Enter:
  - https://tinyurl.com/bbcompintent22
- New Venture Competition Kick-Off
  - https://merage.uci.edu/events/2022/01/nvc-kickoff-2022.html
- Workshop #2 on January 26 at 6:00 PM
  - https://bbcomp22workshop2.eventbrite.com
- Share with your friends and fellow students
- Stay up to date at https://bbcomp.tech.uci.edu
- Concept Papers & Product Specifications are due on March 6, 2022
- Schedule office hours for help (bbcomp@uci.edu)
- Get started!!!

Thank you!