Beall Student Design and Butterworth Product Development Competitions

Workshop #1
Introduction to Key Design Concepts
January 12, 2022
Welcome!
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 1\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd} 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
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)

<table>
<thead>
<tr>
<th>Qtr. &amp; Week</th>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>F8</td>
<td>Monday</td>
<td>11/15/2021</td>
<td>5:30-7 pm</td>
<td>BB Comp Kick-Off</td>
</tr>
<tr>
<td>WINTER BREAK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>W2</td>
<td>Wednesday</td>
<td>01/12/2022</td>
<td>6-7:30 pm</td>
<td>BB Workshop #1</td>
</tr>
<tr>
<td>W4</td>
<td>Wednesday</td>
<td>01/26/2022</td>
<td>6-7:30 pm</td>
<td>BB Workshop #2</td>
</tr>
<tr>
<td>W6</td>
<td>Wednesday</td>
<td>02/09/2022</td>
<td>6-7:30 pm</td>
<td>BB Workshop #3</td>
</tr>
<tr>
<td>W7</td>
<td>Wednesday</td>
<td>02/16/2022</td>
<td>6-7:30 pm</td>
<td>BB Workshop #4</td>
</tr>
<tr>
<td>W9</td>
<td>Wednesday</td>
<td>03/02/2022</td>
<td>6-7:30 pm</td>
<td>BB Workshop #5</td>
</tr>
<tr>
<td>W9</td>
<td>Sunday</td>
<td>03/06/2022</td>
<td>11:59 pm</td>
<td>Concept Papers &amp; Product Spec Due</td>
</tr>
<tr>
<td>SPRING BREAK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Schedule (part 2)

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

• Menti.com
• CODE: 1068 2440
What is NOT good design?
It’s not just visual
It’s Not Just Visual

Good design is:

- CONTRAST
- REPERITION
- ALIGNMENT
- PROXIMITY

ELEMENTS OF DESIGN:
- LINE
- COLOR
- SHAPE
- Texture
- Size
- SPACE

quick reference sheet
Good Design Is Like Beauty

Leadership is like beauty – it’s hard to define but you know it when you see it.

Warren G. Bennis

...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.”
“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.”
"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.”
“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.”
“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

“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
What is "good design"?
Resources

• ANTreprenuer Center
• Beall Applied Innovation
• Beall Center at Merage Business School
• Wayfinder
• Library
  – https://guides.lib.uci.edu/entrepreneurship
Next Steps

• Intent to Enter:
  – https://tinyurl.com/bbcompintent22

• New Venture Competition Kick-Off
Engineering Students Win Big in 2021 New Venture Competition

June 9, 2021 – The Merage School of Business’ 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** took 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/phonocoustic 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.
# Beall Butterworth vs. New Venture Competition

<table>
<thead>
<tr>
<th>Competitor Eligibility</th>
<th>Beall Butterworth Competition</th>
<th>New Venture Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI students only</td>
<td></td>
<td>Students &amp; Community</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School Student Requirement</th>
<th>Beall Butterworth Competition</th>
<th>New Venture Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ICS student for Butterworth</td>
<td></td>
<td>2 UCI students minimum</td>
</tr>
<tr>
<td>1 Eng. student for Beall</td>
<td></td>
<td>4-person minimum</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multi-Competition</th>
<th>Beall Butterworth Competition</th>
<th>New Venture Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teams can compete in NVC and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>either Beall or Butterworth</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Focus of Judging Criteria</th>
<th>Beall Butterworth Competition</th>
<th>New Venture Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and Product Development</td>
<td></td>
<td>New Venture Creation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Initial Submission</th>
<th>Beall Butterworth Competition</th>
<th>New Venture Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept Paper (same as NVC) +</td>
<td></td>
<td>Concept Paper</td>
</tr>
<tr>
<td>Product Specifications</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Progressive Elimination</th>
<th>Beall Butterworth Competition</th>
<th>New Venture Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>2). Midpoint Review</td>
<td></td>
<td>(Open)</td>
</tr>
<tr>
<td>3). Final Product &amp; Business</td>
<td></td>
<td>2). Semi-Finals (~50</td>
</tr>
<tr>
<td>Case</td>
<td></td>
<td>teams)</td>
</tr>
<tr>
<td>4). Demo Day</td>
<td></td>
<td>3). Finals (10 teams)</td>
</tr>
<tr>
<td>All teams compete throughout</td>
<td></td>
<td></td>
</tr>
<tr>
<td>the entire competition</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Next Steps

• Intent to Enter:
  – https://tinyurl.com/bbcompintent22
• New Venture Competition Kick-Off
• 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!