Eco-E Project Objectives
The goals of the Eco-E Project are to provide students with training and experience in developing a business model, building a prototype concept, and creating a go-to-market strategy for a new environmental venture; and to provide a mechanism for students to cultivate innovative and agile thinking and to develop leadership and team-building skills.

Eco-E Project Proposal Process
Bren MESM students who wish to submit a proposal for an Eco-E Project must enroll in New Venture Opportunity Analysis (ESM 256B) during the winter quarter of their first year in order to complete an Eco-E Opportunity Analysis, which serves as the Eco-E Project Proposal (“Proposal”). Eco-E Project Proposals are due by 5:00 p.m. on March 8, 2013.

Desirable Eco-E Project Attributes
Students should propose an original idea that represents an Eco-E Opportunity and may not collaborate with outside client. Students may seek advice from any source, but the Proposal must be the original creation of the proposers, and all team members must be prepared to define and defend the Eco-E Opportunity concept.

In the Proposal, students should provide evidence that a customer problem exists. The proposed solution should solve this problem for an identifiable group of customers/users. This market should be accessible and potentially large enough that a viable business might be built. Additionally, the proposed solution should help solve an environmental problem.

Eco-E Projects should address current environmental problems and require significant analysis to determine an environmental benefit that would result from the creation of the proposed new venture. Projects should involve quantitative analysis and scientific investigation.
Projects whose main purpose is to write a business plan for executing a known or proven business model are not appropriate. One of the goals of the Eco-E Project is to develop agile thinking skills. Therefore, the Eco-E Project should provide an opportunity to search for a viable business model.

APPLICATION REQUIREMENTS

Applications for Eco-E Projects are due by 12:00 p.m. on March 1, 2013. Applications must include all of the following:

1. Team Name.

2. Brief description of the Eco-E Opportunity, which includes the “customer” problem to be solved, the proposed solution and the expected environmental benefit offered to society (250 words or less).

3. State the environmental problem to be addressed (150 words or less).

4. List any expected skill development opportunities (e.g., GIS analysis, LCA, Economic Cost-Benefit Analysis, etc.).

5. Proposer(s). Name and contact information (email, phone) of the proposer(s). Only one is required for the proposal.

6. Team Members. No minimum requirement for the proposal. Teams should consist of no more than 5 students.

Submit applications electronically via survey link:
https://www.surveymonkey.com/s/2013EcoEprojectapp

PROJECT SELECTION CRITERIA

Criteria used to select Eco-E Projects include:

- Extent to which the Eco-E Opportunity solves a “customer” problem and provides an environmental benefit to society (i.e., addresses a real environmental problem).
- Extent to which the Eco-E Opportunity includes a revenue-generating product or service with a customer (economic buyer) and end-user identified.
- Extent to which students can search for a viable business model for a new environmental venture.
- Extent to which the project matches expertise and capabilities of Bren School students and faculty.
- Extent to which scope of project is feasible, given student experience and time availability.
- Extent to which logistics are practical.

Selection Process

All submissions will be reviewed by the Eco-E Project Committee. Final selection will be made in mid-March based on the Eco-E Opportunity Analysis (“Proposal”), conducted through New Venture Opportunity Analysis (ESM 256B). The Eco-E Project Committee will consider both the written Proposal and Proposal presentation. Eco-E Project Proposal Presentations will be held at 1:00 p.m. on March 14, 2013.
Following the presentations, the Eco-E Project Committee will select proposals that will continue as Eco-E Projects and all student proposers will be notified of the status of your proposals. For Eco-E Project proposals that were selected, proposers may recruit other students from the 2012-2014 MESM class to join their Eco-E Project teams. Teams should consist of no fewer than 2 students and no more than 5 students. Eco-E Project team members must be selected before the deadline for submitting preferences for Group Projects. Students assigned to Eco-E Projects will not submit preferences for Group Projects.

**ECO-E PROJECT TIMELINE**

After project selection, Eco-E Projects are conducted in three quarters (Spring, Fall, and Winter) spanning part of the students’ first and second year of their Masters’ program.

<table>
<thead>
<tr>
<th>Eco-E Project Activity</th>
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<tbody>
<tr>
<td><strong>Year 1:</strong></td>
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<tr>
<td><strong>Fall:</strong> generate ideas</td>
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<tr>
<td><strong>Winter:</strong> conduct Eco-E Opportunity analyses (“proposals”); submit applications; select projects</td>
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<tr>
<td><strong>Spring:</strong> 1st term: begin business model development</td>
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<tr>
<td><strong>Summer:</strong> internship or business model development</td>
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<tr>
<td><strong>Year 2:</strong></td>
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<td><strong>Fall:</strong> 2nd term: prototype/pilot project development; lit review; project defense</td>
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<tr>
<td><strong>Winter:</strong> 3rd term: prepare final report; create marketing collateral and project poster</td>
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<td><strong>Spring:</strong> final presentation will be on Friday of the second week of Spring quarter</td>
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**Additional Information**

Questions regarding Eco-E Project goals or proposal preparation can be addressed to Emily (Chan) Cotter (ecotter@bren.ucsb.edu).