

Strategic Initiatives & New Products Activity Report

CENTER FOR ENGINEERING ENTREPRENEURSHIP & INNOVATION

IShow 2007

Ten teams have been selected to compete at the inaugural Innovation Showcase (IShow) competition, scheduled for November 9th at ASME's IMECE in Seattle, WA. Corporate sponsors currently include IBM, Westinghouse, and Intellectual Ventures and in-kind support is being provided by Alliance of Angels, Northwest Entrepreneurs Network, PNWER, Washington Technology Center, AeA, WSA, SSTI and the Prosperity Partnership.

Plans are currently underway to produce the second IShow in November 2008 in Boston, site of next year's IMECE.

I2V

In partnership with NCIIA, ASME CEEI is hosting an Invention to Venture (I2V) Workshop on November 10th following the IShow competition in Seattle. This one-day "entrepreneurship boot camp" teaches technology entrepreneurship basics, helps build networks, and provides a framework for moving ideas forward. Covered topics include idea validation, intellectual property, marketing, building the team, creating a business plan, and outlining a financial strategy. Moreover, the I2V program will help you discover the best path for leveraging a technology, whether it is through venture formation, licensing, or boot-strapping.

Partnership with APQC

CEEI continues to work with APQC in developing programs and supporting activities that help define, measure and facilitate Innovation.

Of specific interest to the IAB was establishing best practices and measurement techniques regarding innovation. To that end, last fall CEEI teamed with APQC and IBM to offer IAB members participation in the Open Standards Benchmarking Collaborative (OSBC). In addition to this continuing effort, a webinar series is under development and a Congressional Noontime Briefing is being planned for early 2008 focused on these topics.

Innovation Courses Offered Online

Two partnership agreements have been signed with companies to offer their content through the CEEI website:

- Innosight has two online courses: Strategies for Creating Innovation-Driven Growth and Building Blockbuster Growth Businesses.
- 24/7 Innovation has a book that will be repurposed into nine online modules in Blackboard for sale as a series or individually.

GLOBAL STRATEGIC INITIATIVE

ASME Signs Three MOUs in China

In September 2007, ASME co-sponsored a Beijing ceremony to celebrate the completion and release of Chinese translations of ASME nuclear codes and standards and to sign three MOU's to further cooperative relationships and work efforts in China. During related meetings, ASME met with China's Vice Premier Zeng Peiyan and other government and industry leaders.

At the Nuclear Codes & Standards Ceremony SPERI (Shanghai Power Equipment Research Institute) performed translations under license agreement with ASME which was completely populated and funded by industry in China. The ASME MOU with CSTEC (China Science & Technology Exchange Center) establishes framework to increase Sino-American civil science and technology cooperation.

The SPERI/ASME MOU builds on translated ASME NCS to include training and symposia to promote use of ASME NCS and assist in China's NCS system. The SINOPEC (China Petroleum and Chemical Corporation)/ASME MOU promotes participation in ASME pressure equipment standards development, conferences, events, and workforce training.

INDUSTRY STRATEGIC INITIATIVE

India Oil & Gas Pipeline Conference Gains Sponsorships

The India Oil & Gas Pipeline Conference will be held October 15-18 in New Delhi, India. There are seven sponsors to date: Engineers India Ltd., T.D. Williamson, Indian Oil, Larson Toubro, ESAB, Punj Lloyd, and HR Solutions. Speakers include Dr. Eric Anthony Jones, First Secretary, Commercial Section, US Embassy, New Delhi; M.S. Srinivasan, Secretary, Ministry of Petroleum and Natural Gas, Government of India; Sayan Chatterjee, Director General, BIS; Mukesh Rohatgi, Chairman & Managing Director, Engineers India Limited; Phil Hopkins, Chairman, Pipeline Systems Division, ASME and Ken Paulson National Energy Board.

EARLY CAREER STRATEGIC INITIATIVE

A cross-sector team of volunteers and staff worked together to successfully develop, promote, and produce the Early Career Program at the 2007 IMECE. This four-day program begins with the IShow competition on Friday, the I2V Workshop on Saturday, the Early Career Forum and Fair on Sunday, and the Early Career Development Series on Monday. This team approach -- where EC programs have been developed and promoted collaboratively and not in conflict with each other -- will be used as a model moving forward.

INDUSTRY ADVISORY BOARD

The IAB will be holding its semi-annual meeting on October 29-30, 2007. The topic of the meeting is Carbon Trading as the Next Currency: What are the Ramifications of your Company's Carbon Footprint? We are pleased to announce that 45 people have registered for the meeting which includes 20 IAB members. We have confirmed the Honorable Gerald McNerney to be the Keynote.