

## Strategic Initiatives & Innovation Committee Activity Report May 2008

### ***Center for Engineering Entrepreneurship & Innovation (CEEI)***

#### **Congressional Noontime Briefing**

CEEI held a Congressional Noontime Briefing on April 3rd speaking on “*Fostering Innovation: Key to U.S. Competitiveness in the Global Economy*” at the Rayburn House Office Building in Washington, D.C. Co-sponsored by the Congressional R&D Caucus, more than 85 Congressional staff heard from APQC and IBM principals as they provided details on their joint study on innovation archetypes and how public policy can help foster and promote innovation. ASME President Sam Zamrik made opening remarks, with R&D Caucus co-chair Rep. Judy Biggert (R-IL) speaking as well.

#### **2008 Innovation Showcase (IShow)**

A \$75K SPGF has been secured to fund the 2008 IShow, scheduled for October 31<sup>st</sup> in conjunction with IMECE in Boston. Team solicitation has been completed, with 32 RFPs received – an increase of over 40% from last year. The proposals were reviewed and on May 9<sup>th</sup>, the following teams selected to participate in the competition:

Baylor University – *Converting Coconuts Into Value Added Products*  
Johns Hopkins University – *Head Impulse Test Device*  
Johns Hopkins University – *SurgyPack*  
Massachusetts Institute of Technology – *Robopsy: Inexpensive Medical Robotics*  
Pennsylvania State University – *Mashavu*  
Rensselaer Polytechnic Institute – *Automated Landmine Removal*  
University of California, Berkeley – *Advanced Affordable Solar Water Heater*  
University of California, Berkeley – *Berkeley Electro-Coagulation Arsenic Remediation (BEAR)*  
University of California, San Francisco – *Titan Medical*  
Virginia Military Institute – *The Extremely Low Frequency Seismic Detector*

An IShow video was produced and competed in April to convey the impact of the competition to potential sponsors and partners. An additional video “short” was also developed highlighting the IShow experience from the student’s perspective and what inspires them to innovate and want to be an entrepreneur. Both videos are available for viewing online.

#### **2008 Annual Meeting Program, Engineer-to-Entrepreneur Session**

Designed to help engineers gain insight into developing the best path forward for leveraging their technology, the Engineer-to-Entrepreneur (E2E) session will offer technology entrepreneurship basics and provide a framework for moving ideas toward commercialization. Topics to be discussed include idea validation,

intellectual property issues & challenges, and finding the money. The session is scheduled for June 9<sup>th</sup> in Orlando at the ASME Annual Meeting.

### **CEEI Market Analysis Project**

Work has begun on a CEEI Market Analysis Project to help build the products and services of the Center that will not only meet but anticipate the developing needs in the dynamic area of entrepreneurship. As part of the Voice of the Customer work, internal interviews have been conducted with key staff members from each sector regarding their thoughts on the mission of CEEI, entrepreneurship programming for engineers, and ASME's role/opportunities in this arena. On April 17<sup>th</sup>, an on-campus focus group was held at Penn State University with students engaged in the engineering entrepreneurship minor. Additional focus groups and member surveys will be conducted throughout the spring/summer, with a final report scheduled for end of June.

### ***Industry Advisory Board***

The Industry Advisory Board met in Washington, DC, on October 29-30 to focus on "Carbon Trading as the Next Currency: What Are the Ramifications of Your Company's Carbon Footprint?" Keynote address was delivered by Rep. Gerald McNerney (D-CA), with a panel discussion the following day featuring representatives from the Pew Center on Global Climate Change, the Business Counsel for Sustainable Energy, Environmental Defense, and IBM. Members of the ASME Climate Change Task Force also attended. The IAB also participated in the April 16-18 Global Summit on the Future of Mechanical Engineering and held a dinner meeting during the Summit. The IAB also recruited two more members, the total number of members is now 28.

### ***Early Career Engineer (ECE) Initiative***

Co-chairs John Ahlen and Loretta McHugh of the BOG-approved ECE Initiative Roadmap held a staff/volunteer roundtable on January 7<sup>th</sup> at ASME's HQ office. The purpose of the roundtable was to conduct an 18-month progress check of the initiatives outlined in the Roadmap, identify gaps and barriers to implementation, and review current sector BSC initiatives as they relate to Early Career Engineers.

An additional ECE Initiative meeting of the cross-sector staff principals was also held on February 7<sup>th</sup> at ASME HQ offices in NYC. During these meetings and in subsequent discussions, the following recommendations were identified as a means to enhance the original Roadmap:

- repackage existing technical content to better appeal to this demographic;
- create a "center of gravity" for the ECE community in terms of content delivery systems;
- establish ASME: On Demand to house all ASME video and audio content; and
- look toward building a Global Young Engineer community in partnership with

European Young Engineers (EYE) and other international groups.

A full report, including these recommendations, was delivered to the BOG during their April 2008 meeting.

Beginning FY09, the ECE Strategic Initiative will be moved to Marketing & Sales, where a formal Customer Segment Team will be established to manage these efforts and make adjustments to the plan as needed.