E-ship Thesis Criteria & Proposal (CUE-495E)

Name ________________________________________   Date _________________________

As framed by Curt Carlson and William Wilmot in their book “Innovation – The Five Disciplines for Creating What Customers Want,” innovation is a process of “creating and delivering new customer value in the marketplace.” The fundamental basis of an E-ship thesis is a value proposition that goes beyond the design/build/technology of what may -- or may not be – a new idea, gadget, solution or improvement (“a better mousetrap”). As such, the E-ship proposal contains criteria for consideration of the possible markets (customers), needs, approach, benefits, and competition. A proposal for research, design, or development that does not include this consideration will not be classified as an E-ship thesis.

Instructions:

• The proposer is encouraged to identify an appropriate faculty member as the Faculty Thesis Advisor.
• Complete the proposal using this document with the responses immediately following the number or bullet below.
• Submit the proposal to cueproposal@kettering.edu and the E-ship Thesis Proposal Review Committee with evaluate it. The committee meets once a month to review proposals.

1. Please indicate E-ship Thesis type:  Business Concept Thesis _____; Product Development Thesis _____; or Business Plan Thesis _____. (Please review the attached descriptions.)

2. What is the important customer and market need being addressed in the thesis?
• What is the problem/need for which you want to supply a solution?
• Specify and quantify the need (social, economic or otherwise)?
• Describe your solution and the benefits and/or positive change (solutions) you anticipate from this project.
• Define and quantify the marketplace (who/customer) that would benefit from this solution.

3. Define your approach to satisfying that need.
• What due diligence and/or validation will be needed (i.e., market research, competition analysis and comparison, alternatives consideration, prototyping, actual or simulated testing, etc.)?
• By whom and how will you be assisted in completing this project?
• In what forms will the project be presented on completion (i.e., thesis/investigative report, prototype, business plan, other)?

4. Define the competition.
• What other solutions to this need already exist and what are the benefits and features of those solution(s)? (If not, did you do any literature review?)
• Who is providing those solutions and what are their strengths and weaknesses?
• What would be your solution’s competitive advantage as compared to the competition?

5. Define the barriers to market entry (such as cost advantage, capital requirements, incumbents with production and market advantages, know-how, location, time to market, state of technology, etc.)

6. How will the project provide an opportunity for the student to demonstrate the academic and experiential competence?
• What are the specific knowledge, experience or skill sets on which this project will draw?
• In what ways will this project allow student to demonstrate creativity, planning skills, problem solving, and/or independent thinking?

7. What is the project timeline?
• What are the proposed starting and completing terms (two 12-week terms)?
• Define a schedule and plan for managing and completing the project within the thesis terms (including some landmarks such as mid-project progress review, writing the thesis draft and final thesis review.

Revised 5-19-15