

SMART START
DESIGNING IMPACT-DRIVEN PROJECTS

Thanks For Your Interest!

Smart Start is for faculty, program administrators, and graduate students interested in designing innovations that promote learning in STEM at all levels, from P-12, undergraduate and graduate education, and in the STEM workforce. The course will change how you think about designing and creating education-related products, services, and programs.

Smart Start is an active (and interactive) experience. Participants will conduct interviews with prospective users, learn how to plan for impact using a model proven successful with new innovations, and meet with course instructors to discuss progress and next steps. Each participant will need to commit 10 hours to completing readings, videos, interviews, and assignments.

Apply to Smart Start as a team by completing the following questions. We strongly recommend applying as teams of two or three participants. This application should be completed **ONLY** by the primary contact for the team. For more information, contact Ray Phillips (r.phillips@asee.org).

Dr. Karl Smith

Dr. Russell Korte

Smart Start Lead Instructors

NOTE: The following application is not extensive, but it must be completed in one sitting. Once you leave the link, you can't return to the survey. You may preview the survey by clicking "Next" below, then return once you have the application information. A pdf of the application is on the [project website](#).

Workshop Selection

* 1. Are you the primary contact for your Smart Start team?

Course Types

* 2. Which session would you like to attend?

- Smart Start - February-March, 2018 (Online)**
 - Kick-off Workshop (Online): February 17th, 2018, 9AM - 5PM ET
 - Closing Workshop (Online): March 5, 2018, 1-4 PM ET

- Smart Start - March - April, 2018 (Blended)**
 - Kick-off Workshop (National Harbor, MD): March 17th, 2018, 9AM - 5PM ET
 - Closing Workshop (Online): April 2, 2018, 1-4 PM ET

Smart Start Application

* 3. Please provide the following information

| | |
|------------------|----------------------|
| Your Name | <input type="text"/> |
| Your Teams' Name | <input type="text"/> |
| Your Institution | <input type="text"/> |
| Email Address | <input type="text"/> |
| Phone Number | <input type="text"/> |

* 4. Please provide the following information for Team Member #2

| | |
|--|----------------------|
| Name | <input type="text"/> |
| Institution | <input type="text"/> |
| Role (PI, Program Administrator, Grad Student, etc.) | <input type="text"/> |
| Email Address | <input type="text"/> |
| Phone number | <input type="text"/> |

5. Please provide the following information for Team Member #3 (if applicable)

| | |
|--|----------------------|
| Name | <input type="text"/> |
| Institution | <input type="text"/> |
| Role (PI, Program Administrator, Grad Student, etc.) | <input type="text"/> |
| Email Address | <input type="text"/> |
| Phone number | <input type="text"/> |

* 6. I confirm that I have communicated course requirements to each person listed above and we each commit to 10 hours aside from instructional completing interviews, readings/videos, assignments, and office hours.

- Yes, we each commit to 10 hours outside of course instruction.
- No, we cannot all commit to 10 hours outside of course instruction.

* 7. Please provide a brief description of the innovation you wish to develop during the course. Your innovation can be at any stage of development from conception to fully implemented and be targeted for any age or grade level, and it can be a product, service or program, or both, for any educational setting (e.g., classroom, informal, etc).

* 8. Please identify which of the stages below best describe the status of your innovation today. You may select up to two responses.

- Early Stage 1:** Our team has a concept . We have not conducted much, if any, customer discovery.
- Early Stage 2:** Our team has a product, program, or service that has been successfully implemented. We haven not conducted much, if any, customer discovery.
- Customer Discovery:** Our team has conducted extensive customer discovery, identified value propositions that align with customer segments, and has found product/market (or problem/solution) fit.
- Sounding the Business Model:** Our team has completed the Business Model Canvas (or a business model) and have tested or are testing the various pieces with business experts and/or potential buyers, investors, or funders. We might have made a handful of sales, but not necessarily.
- Gathering Evidence (Sales):** Having sounded our model with experts, perhaps making adjustments, we are now implementing it. We have made at least 10 sales—enough to show that the innovation concept and business model work.
- Gathering Evidence (Grants):** Having sounded our model with experts, perhaps making adjustments, we are now implementing it. We have not made sales and may not in the future, but we have been awarded one or more grants (beyond initial NSF funding) to develop and implement our innovation. Grant funds cover user costs—beneficiaries of the innovation don't pay.
- Scaling:** Having successfully demonstrated the efficacy of our model, our team now focuses on scaling the innovation through sales, investor funding, institutional or corporate adoption, and/or continued grant support.

Briefly explain your response by noting the level and nature of activity related to your innovation so far.

* 9. How did you hear about this program? Check all that applies.

- ASEE's website
- Email/Newsletter
- Facebook/Twitter
- Colleague

Other (please specify)

* 10. Please indicate whether you are affiliated with the following groups.

| | Yes | No |
|--------------------|-----------------------|-----------------------|
| SENCER Network | <input type="radio"/> | <input type="radio"/> |
| Community Colleges | <input type="radio"/> | <input type="radio"/> |

Blended Course

* 11. You have selected to attend the blended course. Please confirm all members will attend the face-to-face kick-off at the National Harbor, MD. Please note your team will be responsible for all travel expenses.

Yes, I confirm my team will attend the face-to-face kickoff

No, We are unable to attend the face-to-face kickoff

Course Selection

We appreciate your interest in applying to participate in the blended course. Since you indicated your team is unable to attend the face-to-face kick-off workshop (March 17, 2018, National Harbor, MD), we suggest you apply for the online course. If you have any additional questions please email Ray Phillips (r.phillips@asee.org).

Thank You

We appreciate your interest in the Smart Start program! We recommend notifying the primary contact of your project to proceed with the team registration. If you have any additional questions please email Ray Phillips (r.phillips@asee.org).