GE 401 – 402 INNOVATIVE DESIGN AND ENTREPRENEURSHIP I-II

2020 – 2021 Course Presentation

Dr. M. Alper KUTAY
September 16, 2020
GE 401  Innovative Design and Entrepreneurship I – Course Description

Sequence of two courses GE 401: Fall, GE 402: Spring

From the conception of an idea to a marketable end product within the framework of a simulated start-up company. Inception of a start-up company. Entrepreneurial processes, business plan preparation; fundamentals of project management; product design stages; incorporation of standards, quality directives, social and environmental factors. Seminars by experts in the field. Concept demonstration of the end-product.

Prerequisites: Each department has its own prerequisites.
GE 401 Innovative Design and Entrepreneurship I – Course Description

- This is a 3 credit course (per semester)
- This is a two-term course, ie: GE401 and GE402 must be taken consecutively.
- Multidisciplinary/interdisciplinary course: 7 different departments from 4 different faculties
GE 401 – 402 Participating Departments

- Communication and Design
- Computer Engineering
- Economics
- Electrical Engineering
- Graphic Design
- Industrial Engineering
- Management
GE401 and GE402 can be taken as:

- **In Electrical Engineering;** Project Elective. Alternatives: EE491 and EEE495 sequence or EEE493 – EEE494 sequence,

- **In Computer Engineering;** Project Elective. Alternative: CS491 – CS492 sequence,

- **In Industrial Engineering;** Project Elective. Alternative: IE477 – IE478 sequence,

- **In Management;** Unrestricted Major elective course,
GE401 and GE402 can be taken as:

- **In Graphic Design;** Restricted Elective course,
- **In Communication and Design;** Elective courses,
- **In Economics;** Restricted and Unrestricted Elective courses.
GE 401 – 402 Prerequisites

• EE Students:
  • EEE212 – Microprocessors
  • EEE313 – Electronic Circuit Design
  • EEE321 – Signals and Systems

• CS Students:
  • CS202 – Fundamental Structures of Computer Science II
  • CS319 – Object-Oriented Software Engineering

• IE Students:
  • IE271 – Operations Analysis and Design
  • IE375 – Production Planning
GE 401 – 402 Prerequisites

- **MAN Students:**
  - MAN321 – Corporate Finance
- **ECON Students:**
  - ECON301 – Econometrics I
- **GRA Students:**
  - GRA301 – Graphic Design III
- **COMD Students:**
  - COMD305 – Digital Video Production I
Instructors (2020 – 2021):

- COMD: Julide AKSİYOTE  aksiyote@bilkent.edu.tr
- CS: H. Altay GÜVENİR  guvenir@cs.bilkent.edu.tr
- EE: M. Alper KUTAY  kutay@ee.bilkent.edu.tr
- IE: Yiğit KARPAT  ykarpat@bilkent.edu.tr
- MAN: Tolga BAYCAN  baycan@bilkent.edu.tr
- MAN: Örsan ÖRGE  orsan@bilkent.edu.tr
GE 401-402 Innovative Design and Entrepreneurship I – II, Course Objectives

• Foster your innovation and entrepreneurship abilities
• Enhance your ability of assessing the commercial viability of a new technology based idea.
• Learn basic processes/activities of a start-up company
• Develop identity for your team (name, logo, webpage etc)
GE 401-402 Innovative Design and Entrepreneurship I – II,
Course Objectives

- Develop business plans
- Learn/apply product development processes
- Understanding of processes of bringing new knowledge or new technology to the market.
- Participate in an interdisciplinary project team
GE 401-402 Innovative Design and Entrepreneurship I – II, Course Objectives

- Capstone Design Course for CS, EE, IE departments
  - Identify and formulate an engineering problem by specifying requirements and constraints
  - Design an engineering system/product to meet these specifications/requirements within constraints
GE 401-402 Innovative Design and Entrepreneurship I – II, Course Objectives

• Capstone Design Course for CS, EE, IE departments
  ▪ Implement the design on a hardware and test it against requirements/specifications by performing appropriate observations and measurements
  ▪ Apply project management and execution methodology
  ▪ Apply configuration management and quality
Team Structure

- Students form their team
- Maximum of 6 Students, Minimum of 5 students
- Students from at least 3 different departments in the team
- Maximum of 2 Students from a single department
- Total of maximum 2 students from MAN and ECON
- Total of maximum one student from GRA and COMD
Team Structure

- Maximum one student from Industrial Engineering Department if there is MAN or ECON student in the team
- Diversity is desired to promote multidisciplinary structure
- YOU FORM YOUR TEAM

- Team Formation Meeting: Today (September 23, 2019), at 17:40, Place: EE-05
**Project Idea**

- Students propose project ideas. YOU DEVELOP IDEAS!
- Project: identifying and validating the need/problem of target customer, formulating the solution by specifying the product, design, development, testing of this product, business plan development, identity development for your team
- Instructors act as advisors/mentors to the students
Project

• **Students propose a project idea.**

• Value proposition is very important:
  • Who will use? (Target customer)
  • For what? (Problem/need or opportunity associated with target customer and your initial solution)
  • Why should they use/prefer your product? (Comparison with competitors/available solutions with your key differentiation)
Project

- **Students propose a project idea**

- Work on different functions of a running startup company while realizing the project

- Complete, demonstrate and validate the product at the end of the year (This is a must!)
Project

• Tech-based and innovative!
• Innovative means – examples:
  • A new idea,
  • A new process,
  • An idea that makes production easier or makes life easier for mankind
  • To sum up; something that makes life easier for the mankind-i.e., something that makes money or saves money.
Course Structure/Activities

• Project Idea Proposition
  • Target Customer
  • Problem/need of the target customer
  • Your solution, proposition
  • Comparison with competitors with your key differentiation

• Revision/Validation of your idea (Entrepreneurial Process)
  • Customer interviews
  • Hypothesis testing
  • Revision of your hypothesis
  • Validation of your hypothesis
Course Structure/Activities

• Defining your product
  • Requirements (basic functions and operational/performance requirements)
  • Specifications (technical description of your product)

• Developing identity of your team/company
  • Name (company/product)
  • Logo (company/product)
  • Communications templates etc.

• Business Plan
  • Organizational plan
  • Marketing Plan
  • Financial Plan
Course Structure

• Design and Development of your Product
  • QFD and technical specifications
  • Design
  • Development
  • Test
  • Quality

• Quality and Configuration Processes
  • Team Meetings
  • Quality Plan
  • Configuration Plan

Course web page: http://ge402.bilkent.edu.tr
## GE 401 - 402 Innovative Design and Entrepreneurship I - II

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### In class pitch to classmates
- Grading Type: Team
- Points: 12

### Short case study report
- Grading Type: Individual
- Points: 6

### In-Class Quizzes
- Grading Type: Individual
- Points: 12

### Initial business model hypotheses (with respect to value proposition and customer segments)
- Grading Type: Individual
- Points: 12

### Three weekly interview debriefs and entrepreneurial learning notes
- Grading Type: Team
- Points: 36

### Revised idea statement and updated business model hypotheses
- Grading Type: Team
- Points: 30

### Preliminary Presentation
- Grading Type: Team
- Points: 48

### Product Requirements
- Grading Type: Team
- Points: 36

### Product Specifications
- Grading Type: Individual
- Points: 36

### Preliminary Design
- Grading Type: Individual
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GE402 ASSIGNMENT SCHEDULE, GRADING TYPE & POINTS
(Date: March 14, 2019)

GF 401 - 402 Innovative Design and Entrepreneurship I - II
Grading

• Each activity will be graded,
• Grade types:
  • Team grades (examples);
    • Entrepreneurial process grades,
    • Presentation grades,
    • Some Reports grades
    • Final report grades
  • Individual grades, examples;
    • Product Development Documents, Business plan etc
    • Peer grades,
    • Lab grades,
Grading

• Total Grade Point:
  
  **Team grade + Individual Grade + Peer Grade**;

• Total Grade Point: a guiding number for letter grades. The letter grades will be decided by the all course instructors taking into account the student's total grade point and his/her performance at his/her discipline
Peer Grades

• Students evaluate their teammates at the end of each term,
• The evaluation must be impartial and unbiased,
• Each student must contribute to the team as much as possible and the contribution must be reflected in the peer grades
Course Organization

- Course hours: Wednesdays (13:40 – 15:30), Fridays (15:40 – 17:30)

- SEMINARS (Wednesdays)

- WORKSHOPS (Wednesdays)

- VIRTUAL STOCK MARKET (second semester)

- DEMONSTRATIONS (Wednesdays - Fridays)
Course Organization

• COACHING:
  • Each activity will be coached/mentored by the corresponding discipline
  • Meetings with instructors from EE, CS, IE, MAN and COMD
  • EE and CS students meet regularly at EE102 on Fridays at 15.40
  • EE and CS students can work on their projects at EE102 during free hours (7/24 allocated table for each team)
Benefits to Students

• This course gives you the chance to work in a simulated start-up company environment from its inception!
• Learn diverse aspects of turning your tech idea to a marketable product
• Interdisciplinary collaboration
• Project and team (especially interdisciplinary) management,
• Simultaneous emphasis on the originality and the marketability of an idea,
Benefits to Students

• Hands-on project execution experience
• Up-to-date information from distinguished speakers on practical matters of forming and running a company, developing a tech-based idea
• Teams who are accepted to take this course and register to BİGG Marka will be directly eligible to take first phase training of BİGG program
• Other funding mechanisms will be available
How to proceed?

• Form your team
• Develop tech-based start-up ideas
• Fill in proposal form(s) for your idea(s)
• We will meet and evaluate your ideas.
## Plan of First 7 days

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>16.09.2020</td>
<td>Wednesday</td>
<td><strong>Course Presentation</strong> online (Zoom Link: <a href="https://zoom.us/j/2160463180?pwd=M3FocVNFeVVSMmZQb1hqVjhydTQrUT09">https://zoom.us/j/2160463180?pwd=M3FocVNFeVVSMmZQb1hqVjhydTQrUT09</a>)**</td>
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<tr>
<td>16.09.2020</td>
<td>Wednesday</td>
<td><strong>Team formation meeting</strong> online (All students should attend, regardless of they’ve already formed a team or not) (Zoom Link: <a href="https://zoom.us/j/2160463180?pwd=M3FocVNFeVVSMmZQb1hqVjhydTQrUT09">https://zoom.us/j/2160463180?pwd=M3FocVNFeVVSMmZQb1hqVjhydTQrUT09</a>)</td>
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<tr>
<td>18.09.2020</td>
<td>Friday</td>
<td><strong>Team lists are submitted</strong> (by e-mail to <a href="mailto:kutay@ee.bilkent.edu.tr">kutay@ee.bilkent.edu.tr</a>)</td>
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<tr>
<td>21.09.2020</td>
<td>Monday</td>
<td><strong>Brief project idea proposals with value propositions are submitted</strong> (by e-mail to <a href="mailto:kutay@ee.bilkent.edu.tr">kutay@ee.bilkent.edu.tr</a>).</td>
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## Plan of First 7 days

<table>
<thead>
<tr>
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<tr>
<td>21.09.2020 Monday (22:00)</td>
<td>Decisions sent to teams by e-mail</td>
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<tr>
<td>22.09.2020 Tuesday</td>
<td>The last day of add/drop. <strong>Members of successful teams register to this course</strong>&lt;br&gt;<strong>Members of unsuccessful teams who have registered drop the course</strong></td>
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<tr>
<td>23.09.2020 Wednesday (10:30 – 11:20)</td>
<td><strong>Course Organization Presentation online</strong></td>
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</table>
Project Idea Proposal Form

• Each team can submit up to 3 project ideas
• Submit your project ideas until 14:00, September 21, 2020 to me (kutay@ee.bilkent.edu.tr) by e-mail
• Include all team members as CC in the e-mail and send all your proposals in one e-mail
• You can download project idea proposal template from the webpage of the course: http://ge402.bilkent.edu.tr/
# Project Idea Proposal Form

## PROJECT IDEA PROPOSAL

(TEAM NUMBER 1)

**Date:**  
**Team and team composition:**

<table>
<thead>
<tr>
<th>Student ID</th>
<th>Name</th>
<th>Dept. Code</th>
<th>e-mail</th>
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You can download project proposal template from the webpage of the course: [http://ge402.bilkent.edu.tr/](http://ge402.bilkent.edu.tr/)
Course Webpage

Bilkent University
2018-2019

GE401-402: Innovative Design and Entrepreneurship I-II

Announcements

18.09.2018 -- Welcome New Students! You can find some updated information about the course from [here](#).

18.09.2018 -- You can download the template for the project proposal from [here](#).

18.09.2018 -- Time table of the first week

18.09.2018 -- Course introduction presentation will be held at EE - 01 auditorium on September 24, 2018 between 12:30 and 13:30

This page was last updated: Tuesday 20:51, September 18, 2018
Where To Look For Ideas

• Internet (Just for inspiration)
• GE 401 – 402 web site: http://ge402.bilkent.edu.tr/
• FP7 and H2020 http://ec.europa.eu/programmes/horizon2020/
• Eurostars – Eureka https://www.eurostars-eureka.eu
• NSF SBIR http://www.nsf.gov/eng/iip/sbir/
Thank You