

## Nanotechnology

We are also building toward a public FYI event, the “Being Here” Festival on **November 22**.

“Being Here” is an all-FYI event where we show, tell, hear, and think through how we locate ourselves, in many senses of that term, in this new place... [It] provides a platform for new students to share who they are, what they’ve learned, and how it matters to others...

Awards will be given for those entries that best:

- illuminate how social/cultural/physical location shapes the ways in which we understand different worlds, our place within them, and our relationships with others;
- demonstrate a clear sense of purpose and audience engagement (taking into account that the primary audience is other students);
- utilize the chosen medium effectively to communicate concepts, ideas, and insights drawn from their FYI courses

You may want to use an idea developed in one of your persuasive papers as a start for the final presentation. **Your assignment for this event is to participate in a group presentation based on thinking about the content of our course from an entrepreneurial perspective.** The goal is to focus on how one material studied in this course affects everyday life and makes a difference for people.

1. Identify a need.
2. What item, invention, product or technology (either present or near future) from the course material would satisfy this need?
3. Who would this benefit? You could specify either a social identity group to which you belong or another group. (If you cannot identify any customers your idea is not so great.)
4. Present your mission and market analysis orally.

Your group idea will be presented by all group members (everyone should speak) in a session open to other FYI students on November 22. The length of the presentation will depend on the number of groups since we will have about 30 minutes total. If there are many ideas, this would be a short elevator pitch. If there are only a few ideas then the sales pitch will need to be more fully developed.

Typical questions addressed by a business plan for a start up venture

<<https://www.caycon.com/downloads/Ten-Big-Questions.pdf>>

1. What's the problem?
2. What is your solution, and what makes it special?
3. How big / severe is the problem?
4. How will you make money?
5. Who will buy it, and how will you sell it to them?
6. Why are YOU the best team to do this?
7. What are the alternative solutions, and what makes yours the best?