INNOVATION SCHOLARS

working at the intersection of science, healthcare & entrepreneurship

Your Company's Project Description

The Project Description is your opportunity to describe your project to your assigned multidisciplinary team of undergraduate students, graduate student team leader, and faculty mentors. A well-crafted project description articulates salient questions and considerations and starts the team off in the right direction. Your project description also describes the nature and format of your desired deliverables, so that the presentation and report you receive in late February is of greatest value to you and your company leadership team. The designated "Project Manager/Company Contact" should be available to the IS team from October through February; this person works with the graduate student team leader to establish mutually beneficial communication frequency and format to support the IS team's work.

Please use the format and suggested language below simply as a starting point. The best project descriptions closely tailor the description, guidelines and deliverables to the project. Reach out with any questions: Liz Jansen at innovationscholars@mnprivatecolleges.org

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Project Description 2025 - 2026

Title: *Up to 20 words that capture/describe the project or question in general terms*

Name and Address of Company: *incl. number of employees, key product(s)*

Project Manager/Primary Contact Person: *Please provide name, phone number and email address for the individual who will be responsible for communicating with the team. This person should be directly accessible to the team for the duration of the program (October – February).*

Project Summary: *300 word description of project/challenge, including general description of the technology or product, the need it addresses, anticipated scope/applications, etc.*

Project Guidelines: *What are the key questions (scope) you hope the team will address with this project? These examples are included here as general suggestions only; please create your own project guidelines and deliverables that are specific to your project, interests, needs.*

- *What is the likely market for this product? What are the unmet needs in this market? Are there alternate markets or audiences to consider?*
- *Describe the product's strengths and weaknesses. Are there competing products? How does this product or technology compare to related or similar products already on the market?*

- *Consider ethical issues (e.g., ethical dilemmas, data privacy, etc.) and health equity considerations of this project or product.*
- *Identify key barriers to entry in the current market and hurdles that must be overcome in order to position this product and market it successfully.*

Project Deliverables: *Describe the deliverables from the team that would be of most value to your company. Project deliverables can be captured in a 30-minute oral presentation w/ Q&A, as well as written materials, etc. Teams work with the Project Manager to shape what format will be most useful.*

Resources Available: *You may wish to include additional information applicable to the project for the team's review (e.g., U.S. Patents or patent applications, publications including primary literature or reviews, websites, inventors' info, etc.)*

Skillset of Team: *Please circle backgrounds/interests most relevant to your project. Feel free to add other areas:*

computer science	*market research*	*behavioral science*
AI, LLM, algorithms	*economics*	*human development*
data analytics	*finance/financial analysis*	*human factors*
biochemistry	*entrepreneurship*	*education/training*
cell/molecular biology	*manufacturing*	*health education*
genetics/genomics	*statistics*	*health equity/access*
pharmacology/drug design	*physics/engineering*	*ethics/bioethics*
physiology	*educational gaming*	*mental health/mental illness*
neuroscience	*psychology*	*other: _____*
business	*cognitive science*	*_____*

Note for 2025-26:
This year, IS teams will be instructed to consult and receive approval from their Project Manager before using any AI tools in their research. Below is our statement to teams about the use of AI in the program. Please include any additional comments/guidelines relevant to this project.
*Before you work on your projects, please **check with your Project Manager before using any form of artificial intelligence**, including large language models (LLMs) such as ChatGPT, or any other machine learning tools to support your research and analysis. This includes AI-generated writing or analysis, automated data collection or summarization, code or content generation, or use of AI platforms or tools not already approved.*
*We want to ensure that all tools are used responsibly, ethically, and in alignment with project goals and institutional guidelines to protect the intellectual property within each project. Each project has different requirements and stipulations. If you're unsure whether something qualifies, **ask your Project Manager first.***
Additional instructions for this project: _____

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