Igniting entrepreneurship through industry collaboration
Purpose for the competition

A think-tank style event that gives college and university students the chance to solve real-world problems with real-world engineers and scientists working alongside real-world industry representatives
Background

Key Components

Lessons Learned
Why come together?

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How SPARK was created

- Inspiration
- Leadership
- Location
- Innovation and Entrepreneurship

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SPARK Objectives

Syracuse University
- Entrepreneurial thinking
- Networking opportunities
- Energize students
- Hands-on learning with real-world problems
- Infuse innovation and creativity

O’Brien & Gere
- Promote intrapreneurship
- Engagement with universities, clients & communities
- Energize subject matter experts
- Get fresh perspective
- Identify top talent

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Problem Statements

- Industry based (real-world, relevant, current challenges)
- Service focused (Advanced Manufacturing, Energy, Environment, Water)

Subject Matter Experts

- Passion for innovation
- Experience with the industry problem
Student Identification

• Broad reach of engineering disciplines
• High performing students

Faculty Support

• Faculty Champion to work with faculty, recruit students, and coordinate with company
• Faculty Advisors on day of event
Teambuilding
- Power in numbers – improved output, motivation
- Nature of consulting

Presentations & Awards
- Industry and academic judges
- Student pitches
- Financial Incentives

Networking
- Event run at company offices
- Built into SPARK Agenda
# Before the Competition

Thursday

Friday

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Background

Key Components

Lessons Learned
Lessons Learned

Timing
Alignment with internship
1 vs. 2 day event

University SMEs
Generalist vs. specialist

Problem Statements
Add industry partners

Recruitment
Getting the word out
Interdisciplinary Student identification

Team Building
Two different kinds

Continuous Improvement
Student assessments
VISIT www.sparkinnovation.us TO LEARN MORE
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Thank you!