

# Day 3

**the project elevator pitch**

# Informal poll

How many of you have met with your advisor to discuss project?

Once

Twice

...

# Extended Proposals

These are my thoughts / suggestions.

I have no record of them. So read them or not. Use them, or not.

Each milestone will receive only a P/F.

Unless you are an advisee of mine, I will not be assigning your grade. My only goal is to make your report better.

# Honors

If you believe you qualify for departmental honors, there are some additional hoops to jump through (for me too).

It would help if I knew -- so tell me.

# Project elevator pitch

Pretend you are at a startup and your project is the product.

100 words or less

30 seconds -- MAX

VSN-C

Vision -- a big picture

Steps -- how you see getting to that big picture

News -- What you are doing uniquely

Contributions -- how your product fits

# Project elevator for Orville Wright

**V** Imagine what it would be like to have flying machines  
deliver mail, perform reconnaissance, and even  
**S** transport people. To make all of that possible, we  
learned everything there was to know, and then we flew  
**N** man carrying kites, built lift-testing machines, and  
innovated. We just flew one of our machines 852 feet.  
**C** Now we have a serious business opportunity because we  
hold key patents.

We see a tremendous opportunity for tutoring dolls that act like pedagogues of ancient Greece. We are working through a technical development plan and a series of marketing steps aimed at getting the dolls into the hands of one year old kids who will learn from them everything from reading to the joys of scientific discovery. We just finished an exciting set of five prototypes that not only talk to kid, but also collaborate with each other to solve behavior problems. A lot of people in silicon valley think that this is going to be hotter than iPhone and Facebook, combined

# Me

People sometimes want a minimalist interface to their exercise data. At those times they neither want nor need Peleton / Zwift. Rather, they are looking for a high-quality, but simple interface to view their workout. The technology exists for such a product, but the market is untapped. Most recent exercise equipment broadcasts statistics using Bluetooth Low Energy (BLE) and the Fitness Machine Protocol. I am building an app that uses this bluetooth signal to populate a clean, uncluttered display of a workout. In addition, the app has a save function users allowing users to compare their workouts. The app will become a valuable component of every exercise toolkit.

Feedback from class: A lot of discussion about how my pitch could be improved. Most of the discussion centered around being clearer about how the idea works. Many people felt that the comments about Bluetooth low energy and the Fitness machine protocol were more of a hinderance than a help. Points missed are the app would work on both watch and phone. Lots of other comments. At least I avoided passive voice.