

Product *design* AND INNOVATION @ BABSON

Join us for two exciting events in December 2010. Students will present their own product designs!

BABSON MBA PRODUCT DESIGN FAIR

Stroll through our fall Product Design Fair, and explore new products and solutions developed by Babson College MBA students:

- Home Sprouts - An innovative way to grow fruits, vegetables, and herbs indoors all year round
- A new solution that helps restaurants & bars to reduce glass waste and helps the wine industry move towards adopting more efficient ways of packaging their product
- BottleBlock Home: Giving a second life to used plastic bottles by repurposing them to build affordable and safe housing in disaster areas
- A creative multi-solution magnetic marble run
- A water bottle with fun and innovative features that make tap water an attractive choice
- MIMOJuice: Simultaneously addressing the iPhone's portable charging needs while adding character to enhance the fun factor
- The iPhone Customizable Case - bringing form, function, and Mimoco style to the iPhone

Seven graduate student teams will explain and showcase their new product concepts. The teams developed the designs during the graduate single-semester Product Design and Development course (MOB-7555). Project sponsors include Top Sprouts, P'Kolino, Mimoco, and Essential Design; neighboring Olin College of Engineering provided prototyping support and engineering advice.

Light refreshments provided.

Date and Time: Tuesday, December 7, 2010, fair is open between 9:00am and 1:00pm.
Location: Babson College, Olin Hall, Needham-Wellesley room.

BABSON/OLIN/RISD UNDERGRADUATE FINAL PRESENTATIONS

One course, three schools, seven novel designs: Come and enjoy a series of presentations of innovative products developed by interdisciplinary undergraduate student teams from Babson College, Olin College of Engineering, and Rhode Island School of Design! Seven student teams will present their new product concepts in the area of "Water and Sustainability."

- SinkSaver: A new hands-free solution to save water when washing dishes
- A reinvention of a kids toy, encouraging outdoor and physical activity
- A new gardening product that enables urban dwellers to grow personal food gardens
- A new showering device that merges environmental responsibility and comfort
- An entertaining and educational children's toy that teaches children the value of water
- Adding fun to your showering routine while saving water
- A new dishwashing device that uses less water

The teams developed their designs during the joint three-school single-semester undergraduate course in Product Design and Development (MOB-3578 at Babson, ENGR3299 at Olin, Babson-Olin Studio at RISD). They will present their products in seven consecutive presentations. Light refreshments provided during the break.

Date and Time: Thursday, December 9, 2010, 1:30pm to 5:00pm.
Location: Olin College of Engineering, Milas Hall Auditorium

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