

2012 MBA DESIGN FAIR

PRODUCT DESIGN & INNOVATION @ BABSON

DECEMBER 4, 2012 9AM - 1PM

OLIN HALL, NEEDHAM•WELLESLEY ROOM

Babson MBAs Showcase Their Concepts at Product Design Fair

The annual **Babson MBA Product Design Fair** will be held **Tuesday, December 4, 2012, 9:00AM – 1:00PM** in the Olin Hall Needham•Wellesley Room.

Eight graduate student teams will showcase and explain their new product concepts. The teams developed their designs during the graduate, single-semester Product Design and Development course (MOB-7555). Project sponsors include: Portico, Vedavoo, New England Burials at Sea, and Essential Design. Neighboring Olin College of Engineering provided engineering advice and prototyping support. The new products and solutions include:

- Starter kit for cleaning & re-using beer bottles in the home beer brewing process
- Green Urns: A biodegradable urn for cremation ceremonies on the ocean
- Women's shoe featuring a collapsible heel with different heights adjustable at user's discretion.
- Snuff/ShushPups: Innovative Dog Toy designed for the dog, built for the owner
- Innovative containing & dispensing mechanism for shower liquids: soap, shampoo, and conditioner
- A wearable, easy-to-access, and fashionable mobile power source
- An affordable, convenient, and dignified device that helps people with low vision read better
- A sleek and fashionable waist pack for outdoor enthusiasts that allows carrying necessary items in a way that is easily accessible

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