

## GSB 528 – Technology Search

Dear Technology Professional,

I am teaching an intercession MBA course at Cal Poly August, 2008 to September, 2008 on new technology commercialization. Are you (or your company) interested in providing a new technology idea that a team of 3-5 MBA students could work on over the three-week duration of the class? This is an opportunity to partner with Cal Poly, giving MBA students the chance to work on real world matters. It is also an opportunity for you (or you company) to have the (free) talents of 3-5 MBA students who will work on solutions to a commercialization problem you are facing. The primary deliverables for the students are a "technology roadmap" and recommendations with respect to the particular challenge you have specified. Please see the document/link "*Model for the Commercialization of New Technology*" for an overview of the commercialization model I will be teaching to the class. Also please see the additional document/link "*Tech Description and Challenge Form*" for more detailed information on what information we are looking for from our sponsors.

Because we need to talk about these ideas openly in a class of 30-40 students, I cannot commit to strict confidentiality. Therefore, I expect to get established or protected (patented) ideas, back-burner ideas, or early stage ideas that could benefit from the exploratory work the teams will do. An option that works for some is to have the team create a technology roadmap for an alternative or competitive technology that is of interest to your company. My main goal is to provide each of my 8-10 MBA teams with an interesting technology idea and an industry sponsor who cares about their results.

If you are interested, please contact me (contact information is listed below). The commitment is as follows:

1. Submit a brief one page, one paragraph, or other format description of the technology and a particular "challenge" that you are facing and would like the team to address. This should be able to be posted on my internal Cal Poly course website.
2. A brief 20-30 minute presentation to the class on the invention or technology and the challenge late Aug.
3. Some availability during the 3 weeks of class to respond to student team questions as appropriate by phone, email, or in person. Availability can be specified up front.
4. Participation in student team presentation at the end of the course for 1 hour in the morning.

Cheers, Eric Olsen  
[eolsen@calpoly.edu](mailto:eolsen@calpoly.edu)

Dr. Eric Olsen  
Cal Poly - Orfalea College of Business - Industrial Technology Bldg: 03 Rm: 435  
San Luis Obispo, CA 93407-0383  
office: 805 756-1754 e-mail: [eolsen@calpoly.edu](mailto:eolsen@calpoly.edu)

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