

[Note to Technology Sponsors: This form is provided as an aid to collecting and organizing the type of information the team needs to start and execute their project. It is not meant to be a restrictive or “fancy” form. Focus on providing easily obtainable, minimal information that you think will help the team and the entire class understand what the technology is and a key challenge that it faces. Replace the bold font with information appropriate to your project. Replace the instructional text with information that is appropriate to your technology.]

Date: **mm/dd/yy** Rev **A**

1. Technology Project Title (short form): Cool Tech Thing

[Enter a short descriptive, title or “nickname” for your technology or product. This is what the technology in conversation. Abbreviations or acronyms are okay if typically used in your business.]

2. Technology Project Title (long form):

Cool Technology Device 1000 Family

[Enter a formal title and model or family reference number for your technology or product. This will be used to help teams research the technology.]

3. Sponsoring Company / Organization Name:

XYZ Company – Big Idea Division, San Jose, CA

[Enter your company name, division, and location as applicable. Enter “Self” if applicable.]

Sponsor Contact Info:

[Enter information that you feel comfortable posting for the entire class. Information that is more confidential can be provided directly to team members as appropriate.]

4. Name - Title: Josephine Wisard - Entrepreneur

5. Email: JWisard@calpoly.edu

6. Phone: 805 756-1754

7. Technology Description:

[Enter a brief (50-250 word) narrative description of your technology or product. Feel free to include pictures, diagrams, references to external websites, or attachments.]

Cool Tech thing is a technology that.....

8. Technology Challenge:

[Enter a brief (50-250 word) narrative description of a key challenge that your technology or product currently faces that you would like the MBA team to focus on in addition to creative a “technology roadmap”.]

Right now, the biggest problem Cool Tech Thing faces is how to.....