



SANTA CLARA UNIVERSITY

Maker Product Design Challenge

Design, Pitch, Fabricate & Sell
\$5K Grand Prize



CIOCCA CENTER
AT SANTA CLARA UNIVERSITY

KEEN
ENGINEERING UNLEASHED



Capital Campaign Gift Item

- Design a gift item for donors at the < \$100K level
- Pitch gift concept for Phase B selection
- Fabricate 20 units in the maker lab
- Sell 19 items in the Bookstore (1 unit saved for judging)
- Grand Prize of \$5,000
- Options for fabrication of hundreds of units



Capital Campaign

- 5 year \$1B “Innovating With A Mission” Campaign
- Campaign Priorities
 - Student scholarships and access
 - Faculty learning and investments
 - Student investments and resources
- Gift Concept:
 - Should invoke emotion and acknowledge how the university and students are impacted by the campaign;
 - Donors \$100 - \$100K, typically in 35-65 age range
 - Consider functional, practical, branded gifts



Teams

- Teams of 3-8
- Currently registered students
- **Interdisciplinary teams advised since tasks include:**
 - Conceptual and aesthetic design
 - Engineering & Fabrication
 - Costing & Pricing
 - Marketing & Sales
- **Register team by deadline**



Key People & Resources

Competition Coordinator

Dr. Michelle Maranowski

Donor Relations

Kelly De Leon-Lopez

Maker Lab

Jiayi Wang

Bookstore Manager

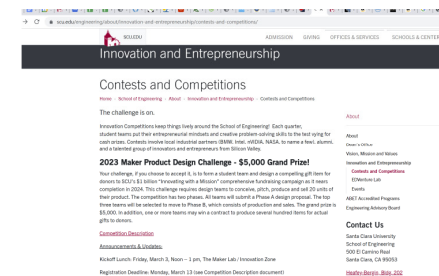
Linda Cullens

Competition Web Site

- Competition Description

- Updates

- Q & A



The 2023 SCU Maker Product Design Challenge | Design + Making + Marketing | Fame, Fortune, and a \$5,000 Grand Prize!

Product design involves applying creativity and innovation in the development and fabrication of items that delight and bring value to users. This competition provides a formal and world opportunity for maker teams to flex their product design skills in a variety of ways.

Your challenge, if you have to accept it, is to bring a maker team and design a compelling gift item for Santa Clara University's 150th Anniversary with a Mission's comprehensive fundraising campaign as it nears completion in 2023. This campaign started in 2019 and has proven an exciting, collaborative and diverse, student program, and bringing momentum for our fundraising efforts. The challenge is to create a product that is both functional and meaningful, and which is a meaningful and fun gift for our community and its members have been impacted by the "Innovating with a Mission" Campaign.

This challenge requires design teams to conceive, design, produce and sell 25 units of their product. The product concept must be acceptable to the ongoing campaign from Donor Relations and comply with SCU branding criteria. A significant portion of fabrication must be performed within the Maker Lab with the fabrication plan acceptable to Maker Lab staff. And 19 units will be sold at the Campus Bookstore, in a significant portion of fabrication must be performed within the Maker Lab with the fabrication plan acceptable to Maker Lab staff. And 19 units will be sold at the Campus Bookstore, in a significant portion of fabrication must be performed within the Maker Lab with the fabrication plan acceptable to Maker Lab staff. All items will adhere to the SCU Design Process. The product must be sold at the price of \$100.00, which includes all production costs. The grand prize is \$5,000.00. In addition, the top team may also be selected to receive a \$100,000.00 prize for their product.

Although you have worked with your ideas, the prize target is roughly 15 units. The quantity of finished items must be consistent with the quality and value of the items. Your design is a significant portion of fabrication must be performed within the Maker Lab with the fabrication plan acceptable to Maker Lab staff. And 19 units will be sold at the Campus Bookstore, in a significant portion of fabrication must be performed within the Maker Lab with the fabrication plan acceptable to Maker Lab staff. All items will adhere to the SCU Design Process. The product must be sold at the price of \$100.00, which includes all production costs. The grand prize is \$5,000.00. In addition, the top team may also be selected to receive a \$100,000.00 prize for their product.

This competition is being supported by the SCU 150th Donor Relations Office, the SCU Maker Lab, the SCU Campus Bookstore, [Lexus](#) Center for Innovation and Entrepreneurship, the School of Engineering, and the Santa Clara Foundation through the SCU Design Process.



Key Dates

March 13	Registration Deadline
March 27	Phase A Submissions Due
April 3	Phase B Teams Selected
April 24	20 Units Delivered & Sales Begin
May 1	Sales End
May 3	Phase B Submissions Due
TBD	Award Announcement