CORNELL TECH

Cornell Tech is building a diverse environment of academics and practitioners who excel at imagining, researching, and building digitally-enabled products and services to directly address societal and commercial needs.
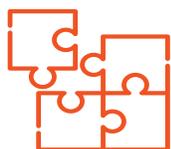
Cornell Tech's Studio program is comprised of intensely immersive, interdisciplinary team experiences that provide all of our Master's students with hands-on, real world skills that challenge and expand their roles in their chosen fields.

PRODUCT CHALLENGES

Every fall in the Studio, leading startups, companies, and organizations pose product challenges to Cornell Tech students. These challenges, in the form of a "How might we..?" question, go beyond a problem to solve or work to be done. Students across seven Master's programs work in cross disciplinary teams, conduct user research, create a product strategy, and develop and test prototypes of a new product or service that responds to the challenge.

Imagine New Products

Solve Real World Problems

Build Prototypes

Foster Entrepreneurship

Collaborate in Cross-Discipline Teams

HOW IT WORKS

1. Companies submit a "How might we..?" challenge and identify a Company Advisor to work with the student team to ensure they have whatever access or information is required to respond to the challenge.

2. The Studio team reviews all challenges and works with companies to refine the challenge if needed.

3. DreamTeam, a matching algorithm created at Cornell Tech, is used to form student teams and connect them to challenges, optimizing for student interests and cross disciplinary skills.

4. The student teams conduct user research and develop and test prototypes of a new product, meeting with the Company Advisor at least three times during the semester.

5. Teams deliver a final presentation and demo to their companies.

**In Fall 2017
Oscar Health asked**

"How might we enable doctors to better manage patient relationships between visits?"

The student team built a product to engage the informal caregivers of bipolar patients to help clinicians make better treatment decisions.

oscar

CHALLENGER COMPANIES

Companies who participate in Product Challenge have the opportunity to connect with talented students to explore solutions to challenges that are relevant to their businesses, or represent new focus areas they are looking to explore.

ORGANIZATIONS THAT ENGAGED WITH STUDENT TEAMS LAST YEAR INCLUDE:

FAQS

Q: What types of companies can submit challenges?

A: We encourage all leading startups, companies, and organizations from across the globe to submit a challenge. However, the selected Company Advisor should have enough bandwidth to engage with the students on a monthly basis.

Q: How many challenges can a company submit?

A: We generally limit submissions to one per company. Large corporations can submit one challenge per business unit.

Q: Are challenges guaranteed to be selected?

A: No. After the submission deadline, each challenge is reviewed internally. Some challenges will not move past this review stage. Once all challenges are reviewed, a matching algorithm will connect students with challenges, optimizing for student interests. About 45% of final challenges will match with student teams.

Q: Is there any cost to participate?

A: If your challenge matches with a student team, there is a suggested $2,500 fee to help defer the cost of operating Cornell Tech's unconventional Studio, which includes professional teamwork coaching support for students, new materials for projects such as the latest digital devices, training for practitioner teachers, events such as monthly Sprints and practitioner Crits, and more. For nonprofits and early stage startups this fee may be waived.

Q: Are there more examples of "How might we...?" challenges that matched with student teams from previous semesters?

A: Yes! To view examples of previous challenges, take a look at our Buildboard here: http://bit.ly/2E2aI1a

Q: What is the relationship between the companies and student teams?

A: Product Challenges are not work for hire or internships, but real-world learning opportunities for academic credit. Through iterative product development, student teams may pivot from an original idea to best address the challenge, or even reframe the challenge itself. The Company Advisors are not meant to influence product development, but rather serve as domain experts and mentors.

Q: How is Intellectual Property (IP) handled?

A: The primary purpose of the project is the education of the student. Organizations and students should define projects that are learning experiences and expose students to real-world challenges and opportunities within the organization. The ownership of any intellectual property (IP) that may be created during the project is public domain. The project is for educational purposes and any resulting intellectual property is openly shared for public benefit. IP, along with other legal matters, including confidentiality, pertaining to the project, are agreed upon at the outset of the project using the Cornell Standard Project (CSP) agreement. Companies that are matched with a team agree to use the CSP without modifications or revisions.

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