



- Tap University of Minnesota expertise to develop market-driven products

COLLEGE OF  
Science & Engineering  
UNIVERSITY OF MINNESOTA

CARLSON SCHOOL  
OF MANAGEMENT  
UNIVERSITY OF MINNESOTA



The New Product Design and Business Development program partners with leading companies to provide hands-on learning opportunities for exceptional graduate students that result in innovative new products.

By collaborating with client organizations and employing their business and engineering expertise, students devise a tangible solution to an unmet need in the marketplace.

## Benefits for client organizations

- Get a working prototype and accompanying business plan for a new product
- Leverage students' cross-functional knowledge in a variety of disciplines
- Generate new insights about the marketplace
- Collaborate with the project team to refine the solution

## Become a client

The New Product Design and Business Development program partners with organizations of all kinds to develop valuable new products.

Visit [carlsonschool.umn.edu/npdbd](http://carlsonschool.umn.edu/npdbd) for project timelines, logistics resources, and more information.

## Contact us now to discuss your project:

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## PROCESS

SUMMER



Client organization provides parameters of project

FALL



Team of business and engineering students identify unmet need in marketplace and develops solution

SPRING



Team presents prototype and business plan



Client organization obtains intellectual property and carries product through launch