



PRODUCT DESIGN BOOTCAMP

April 30 – June 8, 2018

IDEAS to OPPORTUNITIES

BUSINESS, DESIGN AND ENGINEERING
students from NSCAD and Dalhousie
Universities

Brainstorm new IDEAS
BUILD and test prototypes

Develop NEW concepts
Design unique BUSINESS MODELS

\$2,000 Stipend per student based on full time commitment

For Inquires and Registration contact design@dal.ca
www.IDEAprductdesign.org

IDEA Bootcamp:

A multi-disciplinary design experience

Week 1:

Boot camp kick off

(April 30th – May 4th)

Design Thinking and entrepreneurship

Week 2:

Opportunity identification & Concept Development

(May 7th - May 11th)

Idea generation and concept modeling

Week 3:

Opportunity validation & Proof of concept prototype

(May 14th- May 18th)

Prototyping and customer validation

Week 4:

Business model development

(May 21nd - May 25th)

Business Model Design

Week 5:

Prototyping and Business Model

(May 28th – June 1st)

Final Design and Business Model

Week 6:

The Pitch

(June 4th - June 8th)

Public Presentations