

White Space Design Challenge

2017-2018 Info Session

Presented by PDMA and the Segal Professional Bridge

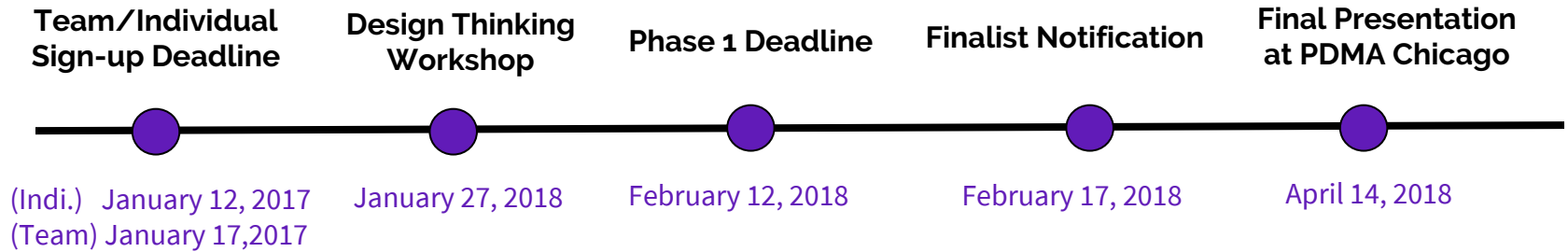


What is the White Space Design Challenge?



- A cross-university design competition held by the Product Development and Management Association (PDMA) and SPB
 - Encourages teams to develop unique and innovative solutions by walking through the iterative design process
 - Teams will be given mentorship and taught by experts
 - Networking opportunities
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Key Dates



Teams

- Teams will be composed of **4-6 students** from the greater Chicagoland area universities
- All team members must be from the same university
- If you do not already have a team, but wish to apply to the WSDC, **apply as an individual** and we will match you with other applicants



Attending Universities



Northwestern
University

PURDUE
UNIVERSITY

ILLINOIS INSTITUTE
OF TECHNOLOGY



ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN



UNIVERSITY OF
NOTRE DAME

UIC UNIVERSITY OF ILLINOIS
AT CHICAGO



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



THE UNIVERSITY OF
CHICAGO

Finding White Space

In order to participate in the WSDC, teams must find their own white space in the world, and design off of it.

- Research
 - Following trends
 - Intellectual property search
 - Iterating existing solution
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Phases

Phase 1

- When: **February 12th, 2018**
- What: Documentation containing all details of the new product concept

Finalists Notified

- When: **February 17th, 2018**
- What: Finalists teams will be notified
- Finalists will be given professional mentors and begin the design process for their new product

Why should YOU participate?

- All finalists will have the opportunity to present their final prototypes at the 2018 PDMA Conference in Chicago
- Numerous networking opportunities
- **First Place Team: \$1500**
- **Second Place Team: \$1000**
- **Third Place Team: \$500**



Apply!

Application can be found here: <https://tinyurl.com/y7owmql3>

If you have any questions, please email SPB at spb@u.northwestern.edu