Innovation and Entrepreneurship Mobile Set-up and Operation

Overview
In partnership with the College of Engineering, the Penn State Small Business Development Center (SBDC) is invested in scaling their services to undergraduate students. Currently, only 6% of their clients are undergraduate students at Penn State. To increase the exposure of the SBDC services, a mobile consulting unit was designed with the consideration of several factors. These factors include: the consulting function, parking locations, students’ preference, disability accessibility, and the cost for the unit. After the design was finalized a CAD model and prototype was made.

Objectives
In order to increase exposure, accessibility, and resources to aspiring undergraduate student entrepreneurs, a mobile consulting unit was developed to market SBDC mentoring services. The unit was designed within a $100,000 budget and was equipped with both interior and exterior features necessary to successfully attract and mentor students per the business consultant’s needs.

Approach
- Conducted initial interviews with SBDC consultant, Linda Feltman, to determine requirements and specifications for the mobile unit.
- Conducted interviews with university departments to determine any design restrictions on the mobile unit
  1. Met with Bill Ritzman at Penn State’s Disability Services Office
  2. Met with Teresa Davis at Penn State’s Parking Office
  3. Met with Jeffrey Herman at the University of Relations Office
- Distributed and collected surveys to Penn State undergraduate students who are in ENGL 202 A, B, C, and D.
- Used pie charts and histograms using Google Forms and Microsoft Excel to analyze the results of the survey.
- Selected Creative Mobile Interiors as the vendor for the construction and implementation of design.
- Created a mobile unit design under the advisement of Creative Mobile Interiors.
- Defined an itemized budget of the mobile unit design.
- Created a CAD file through the use of Google SketchUP.
- Created a mobile unite prototype with acrylic.

Outcomes
- The mobile design will be implemented for $77,117.00, which is under the $100,000 budget.
- The sponsor will receive analysis of the surveys.
- The design of the mobile unit will market SBDC services and be equipped to hold initial consultations.
- The sponsor will receive a 3D prototype and CAD drawing of the mobile unit.
- The sponsor will receive a contact list of all the people used for the implementation of the mobile unit.