

PENN STATE

HESE

**Humanitarian Engineering &
Social Entrepreneurship Program**

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GO.DO.CHANGE



Opportunity Rocks

John Gershenson, Ph.D.
August 31, 2017

Opportunity First

- First find an important and impactful opportunity
 - a meaningful underserved outcome
- Then find the problem
 - why can't they achieve the outcome, what is the true road block (deep dive and asking why, and quick prototyping tests)
- Then begin to think of, make, test, repeat solutionsssss to that key problem for that key opportunity

The DEEPER Dive

community opportunities



Opportunity

- Growth, innovation, impact
- Underserved customers
 - something customers want to achieve (outcomes), but cannot given the tools that they have available to them
 - potential for new market
 - potential for new product/service

How to

observation
empathy
insight

Think About

Growing produce in a crowded slum

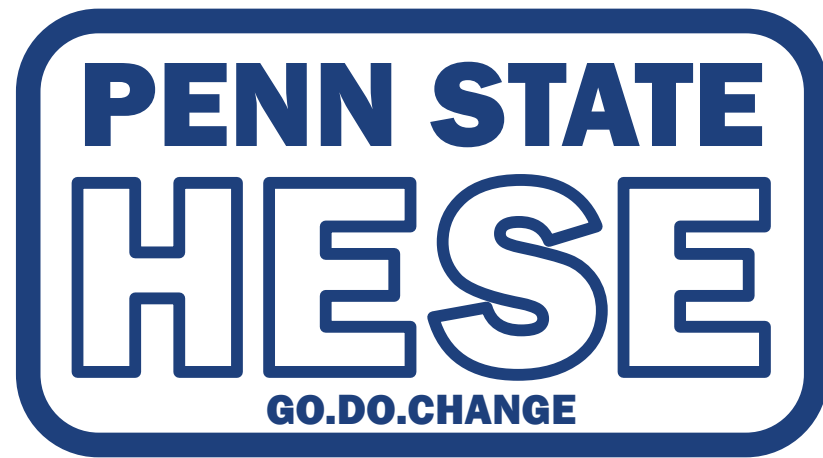
3D printing and the lack of medical supplies in rural health facilities

Mushrooms and the impact of over production and over population on
soil

3D printing and the lack of efficient supply chains in developing world

Food scarcity and market access and post-harvest food preservation

Food scarcity and irrigation in arid / salinated areas



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September 13, 2014



Go!