



## Fram Focus volume 3:9 / April 2018 – Fram Award at Imagine RIT Edition

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The Fram Advisory Board congratulates the winners of the 2018 Awards for *Applied Critical Thinking* excellence at Imagine RIT! Each team will share \$250 Tiger Bucks!

**Please visit these great exhibits on Saturday! For a complete list of all participants, click [HERE](#).**

### **Small Group Award: Commercializing Pumice Roofing Tiles in Nicaragua**

**Team:** Thomas J. Higgins III, Karina Alexandra Penalzo, Camila Mota Oliveira

**Abstract:** This exhibit features the capstone project of three MS Management students trying to help an engineering team from KGCOE commercialize their pumice roofing tile design in Nicaragua. The students are trying to formulate accurate statistical projections to support recommendations for a go-to-market strategy for a new business in El Sauce, Nicaragua. The students are using statistical agency reports on key economic factors (i.e. GDP per capita growth projections, etc.) coupled with local vendor quotations and estimates to try and extrapolate potential market penetration, growth and success factors based on chosen business operation strategies for this new product.

### **Large Group Award: Composting & Recycling: Imagine Sustainability & Food**

**Team:** Stefano Alfredo Agostino, Carmella Mapong Anak Bangkok, Sarah Brooke Bentzley, Matthew Bollinger, Scott Alexander Carlton, Ashley Casimir, Mercy Chado, Alyssa Christner, Ibrahim Cisse, Joshua Thomas Dunn, Tyler Joseph Gamble, Austin Joseph Giacomelli, Aleksandrs Huck, Eric Kelleher, Ethan J. Koval, Katherine Rose Larson, Joelle Christina Marston, Grayson Charles Morin, Alex Nieschlag, Jenny Rose Patterson, Morgan K. Rennie, Elizabeth Ciaccia Rintels, Hannah Elizabeth

**Schewtschenko, Corbin Frank Shamburger, Yang Shen, Jorge Daniel Soto, Amelia Millicent Sykes, Michelle Wong, Andrew Bernard Yoder, Violet Evening Young, Elizabeth Alice Moore**

**Abstract:** With increasing global challenges such as climate change and inequality, integrated solutions are needed. The United Nations Sustainable Development Goals (SDGs) including quality education, clean water, and no poverty challenge everyone to achieve the goals by 2030. Our Sustainable Development class has researched the sustainability pillars and identified a local sustainable development challenge in the context of the SDGs. Our exhibit highlights multiple solutions to educate the local community on the role they can play in helping to achieve the SDGs through proper composting and recycling practices to reduce waste, lower greenhouse gas emissions, and increase responsible consumption.

**Honorable Mention: Molecular Glasses Consulting Project - Feasibility of the Automotive Industry**

**Team: David Even, Katie Green, Rebecca Searns**

**Abstract:** Our project shows our team's findings and recommendations on whether or not Molecular Glasses, an OLED materials company, should enter the automotive industry. We took this broad question and did extensive primary and secondary research to answer it. We then applied further critical thinking to take the wide breadth of knowledge we discovered and turn it into actionable data. Some examples of business concepts we applied and developed were a condensed value chain, which included a detailed channel analysis, a competitor analysis including a SWOT and Porter's Five Forces Diagram as well as a market analysis with extensive research.

***Thank you to all students who submitted their wonderful work! This year's entries included:***

**Autonomous Search and Rescue**

**Team: Corey Mack, Mark Batorski, Shane Snover, Aaron Mallabar, and Andrew Pfeil**

**Custom Electric Motorcycle**

**Team: Hunter Leonard**

**Interpersonal Exploitation Mobile App**

**Team: Rachel E. McGinnis, Ph.D. and Analia Briceno-Gutierrez**

**Mocha Choca Latta: Global Samplings and Innovative Technology in Hospitality**

**Team: Elizabeth Grese, Nicole Stauss, Andrea Kecic, Melissa Qualey, and Ariel Waasdorp**

**Niyama: Making Positive Connections**

**Team:** Ethelia Lung, Alexis Faraut, Matthew Gallagher, Sara Artese, Jialing Chen, Ashley Dubois, Natalie Magee, Morgan Merrick Celina Tassone

### **Oblique**

**Team:** Apriet Kenig, Kathleen Huang, Nick Powell, William Bellos, January Gorsline, and Donald Pelcher

### **Oversight**

**Team:** Abbey Lee, Stephanie Kotula, Lucas Kern, Philip Petronis, Ann Mochinski, Daniel Noppenberger, and Darrin Loeliger

### **Plate Reverb Control System**

**Team:** Denver Rawlins, Evan Miller, Cameron Finkle, John Chambers, and Griffin Wood

### **Reasons to Stay Alive**

**Team:** Sarah Saunders

### **Resilient Vitality**

**Team:** Anna Capria and Zach Probst

### **THARSIS**

**Team:** Chris Locke, Dale Payne, Sara Nuffer, Breanna Marshall, Becky Drexler, Jasmine Ruan, Doug Jones, Stacey Yip, and Emily Tichonuk

## **From Gene Fram**

### **“Good Design is Good Business”**

Kleiner, Perkins, Caufield, & Byers design partner, John Maeda, talks to McKinsey’s Hugo Sarrazin about why today’s senior executives must understand design. Read more here:

<https://www.mckinsey.com/business-functions/organization/our-insights/good-design-is-good-business>