

Technology Product Development Training

The Beaufort Digital Corridor's
Relentless Challenge grant project



What is the Relentless Challenge grant?

A South Carolina Department of Commerce Department of Innovation grant that funds projects that focus on fostering the relentless pursuit of transformational ideas, specifically in the areas of

- entrepreneurship,
- talent development, and
- access to capital



Connection to SC Innovation Plan goals

- increasing communication between industry and higher education
- providing access to mentors for innovators, entrepreneurs and inventors
- developing and maintaining infrastructure

SC Innovation Plan: <https://www.sccommerce.com/sites/default/files/2019-09/The%20South%20Carolina%20Innovation%20Plan%201-11-17.pdf>

SC Innovation Scribble: <https://scribblesc.com/about/about-sc-innovation/>

Specifics

- Our award is \$65,000
- Requires a dollar for dollar match from non-state entities
 - The monies are used solely for this project (not operational funding)
- The project is expected to leverage other public and private investments which serve as a catalyst for future development
- The timing is over the course of one year
- Official kickoff is this informational seminar!

What is our project's objective?

To facilitate impactful programming around technology product development training for select Beaufort Digital Corridor (BDC) residents and/or qualified applicants to understand exactly

- how they will develop their product,
- what they need to do that and
- be in a much better position to complete their product
- in a timely manner



BEAUFORT
DIGITAL

How does it support the relentless pursuit of transformational ideas?

- We are addressing a critical area that impacts acceleration from idea to scalable product
- We are creating the means to pursue transformational ideas in a budding area of the state:
 - Beaufort County continues to grow in population and its proximity to Charleston is notable with transplants as well as
 - the continued growth of the University of South Carolina Beaufort (USCB) and its related programs

How is the project innovative?

- We are creating a program that does not currently exist in our area
- It is our intent to work very intimately with a smaller cohort through immersive experience rather than via traditional seminar or “lunch and learn” format

How will we do this?

- Select entrepreneurs with product concepts that have the best commercial product potential and get these concepts closer to product realization
- Work with USCB to identify students with quantifiable product ideas that could become businesses
- USCB faculty and students will train the entrepreneurs
 - Coursework, internships, Capstone projects, etc.
- Area industry experts will also contribute to the training to be sure relevant commercial concepts are being covered

How will funds be spent?

Training will be delivered through in-depth multi-hour sessions and experiential learning

- Trainers: internship/scholarship fees, faculty stipend, and other industry experts
- Accessible and relevant space for training at BASEcamp
- Tools such as software and online programs and platforms for use with training
- Project marketing and outreach

What is the curriculum?

The curriculum will be a work in progress-

the specific methodology

for developing software technology products

that solve a quantifiable need in the marketplace



What are the tools?

The tools are the development planning process, including

- knowledge of creating software product design specifications,
- milestone-based product development goal-setting and other organizational approaches
- working with actual tools such as
 - code frameworks,
 - code repositories, and
 - multi-engineer programming



Expected outcomes 1 of 3

Select entrepreneurs understand exactly how they will develop product, what they need to do that and are in a much better position to complete their product in a timely manner

- The beneficiaries
 - initially the entrepreneur and/or company as they accelerate their venture
 - BDC and its mentor network starts to gain credibility

Expected outcomes 2 of 3

USCB Computer Science and other students involved have the opportunity of getting actual paid work on their resumes

- The beneficiaries

- the advanced students, who are getting paid while also learning about entrepreneurship, and
- the entrepreneur and/or company, who is getting the technology training at no cost to them
- higher education and industry have opened doors to collaboration

Expected outcomes 3 of 3

This training may lead to technology commercialization

- In this case everyone is a beneficiary:
 - the entrepreneur and/or company,
 - the trainers and mentors,
 - the Beaufort Digital Corridor and its ecosystem,
 - USCB,
 - the surrounding community, and
 - potential commercial reach of the product out in the world

How will the project be evaluated?

The project will be evaluated by how far along the entrepreneurs have come-

- by the number of candidate products that were taken to Proof of Concept or MVP and
- by deliverables on what they learned about technology product development
- by the end of the project, all parties will have a translatable understanding of the process and how it can apply to different product ideas

We will gather and record

- demographics on selected entrepreneurs
- information regarding the number and roles of trainers, including interns hired to assist the selected candidates
- the number of training session hours conducted at BASEcamp
- the number of hours worked by interns on the projects
- the number of businesses, entrepreneurs, and community members who visit BASEcamp for the project's purpose and any outside activities that contribute to project training

The Angles

- BDC Chairman Kevin Klingler will address the entrepreneurs and companies working on Technology Product Development
- USCB Computer Science Dept. Chair Dr. Brian Canada will address relevant classes in software system process, management, design, and testing, and how the students connect to the entrepreneurs and companies



BEAUFORT
DIGITAL