



KEEN SUPPLEMENT FOR URCT AWARD

\$1000-\$1500 per project

UNC is working with the [KEEN program](#) to incorporate the entrepreneurial mindset into our engineering activities. Engineers with an entrepreneurial mindset can be more successful in their careers, and it is not limited to those who are interested in starting a company. As described by KEEN, “Engineers equipped with this mindset understand the bigger picture, can recognize opportunities, evaluate markets, and learn from mistakes to create value for themselves and others.”

As part of this effort at UNC, we are offering KEEN supplements to the URCT grants for research projects that incorporate engineering activities. The purpose of the KEEN supplement is to foster an entrepreneurial mindset in engineering, and we define engineering broadly as using the principles of science and mathematics to design and develop a solution that addresses a problem. The information below describes the procedure to obtain this funding.

Each member of the team should do the following:

1. Review Videos
 - [Entrepreneurial Mindset 101](#) presented by KEEN (3 min)
 - [The Entrepreneurial Mindset in Engineering](#) presented by KEEN (9 min)
 - [FSE 100: Entrepreneurial Mindset](#) by ASU instructor, Benjamin Mertz (start at the 2 min mark, and watch the last 3.5 min)
2. Review KEEN Frameworks Document: [KEEN Frameworks](#)
3. [Pass a short quiz](#) that covers the content of the videos and KEEN Frameworks

As a group, complete the following:

4. KEEN Supplement Application (1-page limit, submit by Wednesday December 18): Provide an overview that clearly defines your objective and explains how the 3 Cs of EM – curiosity, connections, and creating value – are integrated. Describe how the application of EM will positively impact the outcome and who will be impacted.
 - **Curiosity:** Explain how your curiosity will impact how you approach your research or project. What first made you curious? What solutions currently exist? What alternatives have you considered? Have you considered sustainability?

- **Connections:** Explain the connections you will make from multiple resources to ensure your research or project results in a valuable solution for all stakeholders. Possible connections can be made through coursework, research, faculty, industry contacts, experiences, and/or the connection of multiple ideas not typically considered related to one another.
 - What knowledge connections have you made? How will these connections impact you and allow you to connect information not typically related to one another? How can you integrate this information from many sources to gain insight and assess and manage risk? What people connections (stakeholders) have you made?
 - **Creating Value:** Explain how your project will create value for you and/or others. What is the societal value of your solution/findings? What is the economic value? Will your solution/findings provide value to your stakeholders? How will this impact your future projects/goals?
5. KEEN supplement budget (submit by Wednesday December 18): submit a budget that describes how you will spend the additional funds (up to \$1500) from this supplement. These should be for activities related to the engineering aspects of the project.
 6. Meet with the UNC KEEN team (by the end of January): schedule a meeting with the UNC KEEN team to tell us more about your grant and the connections to entrepreneurial minded learning.
 7. Present your poster at the Celebration of Undergraduate Research. In addition to highlighting your technical research, your poster should include information on how the entrepreneurial mindset enhanced your work. Your poster should also recognize funding from KEEN Engineering Unleashed with the display of their logo.

All KEEN Materials should be submitted to Rich Goldberg (r.goldberg@unc.edu) and Megan Morin (mpmorin@email.unc.edu) .

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