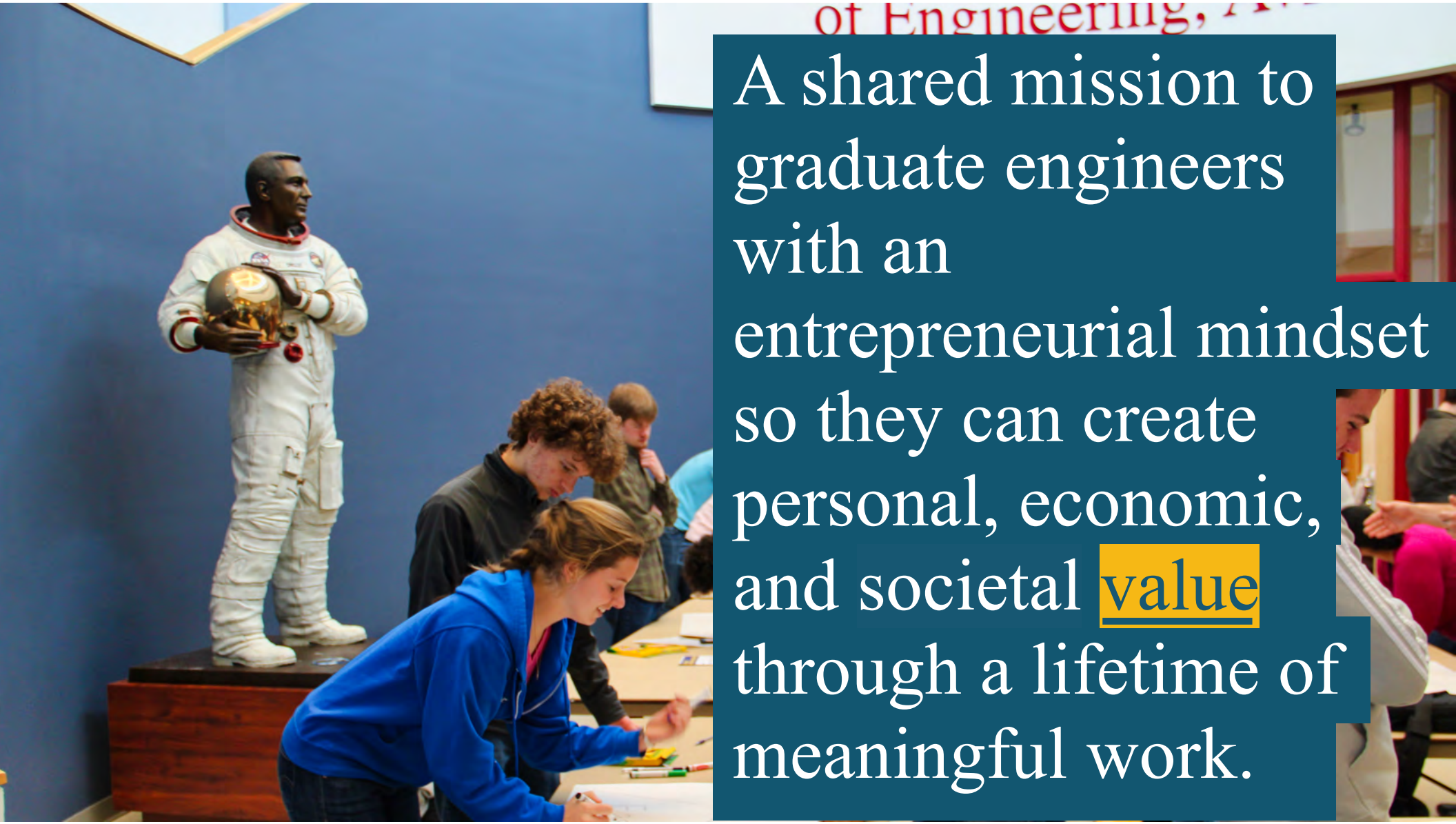
About VALUE - D. Melton, 2020 KEEN National Conference, Jan 2-4 2020

Engineering Unleashed Card with Slides and Video

496	better	r
497	difference	n
498	thank	v
499	receive	v
500	value	n

Source



A shared mission to graduate engineers with an entrepreneurial mindset so they can create personal, economic, and societal value through a lifetime of meaningful work.

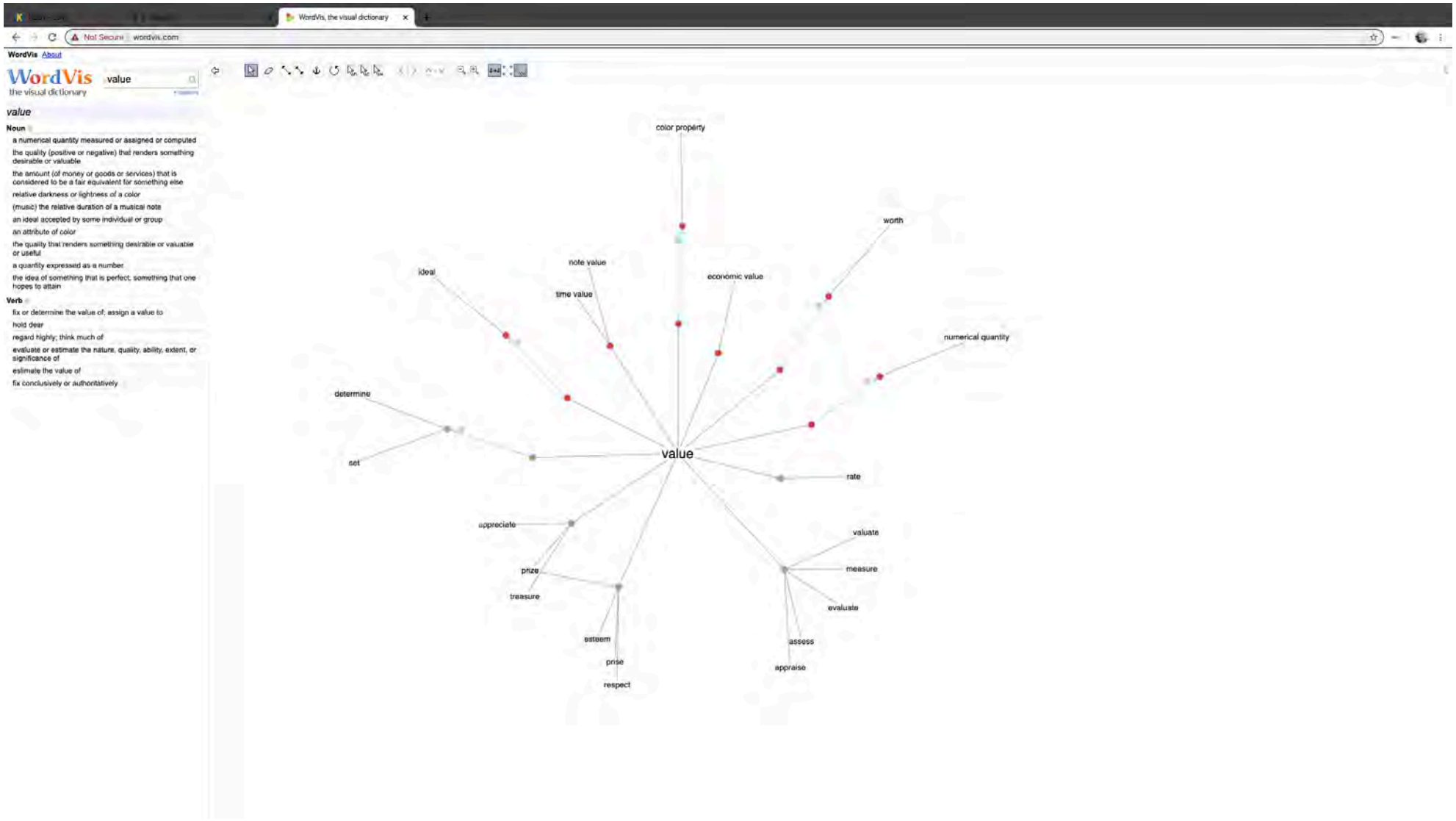
Source

CREATING VALUE

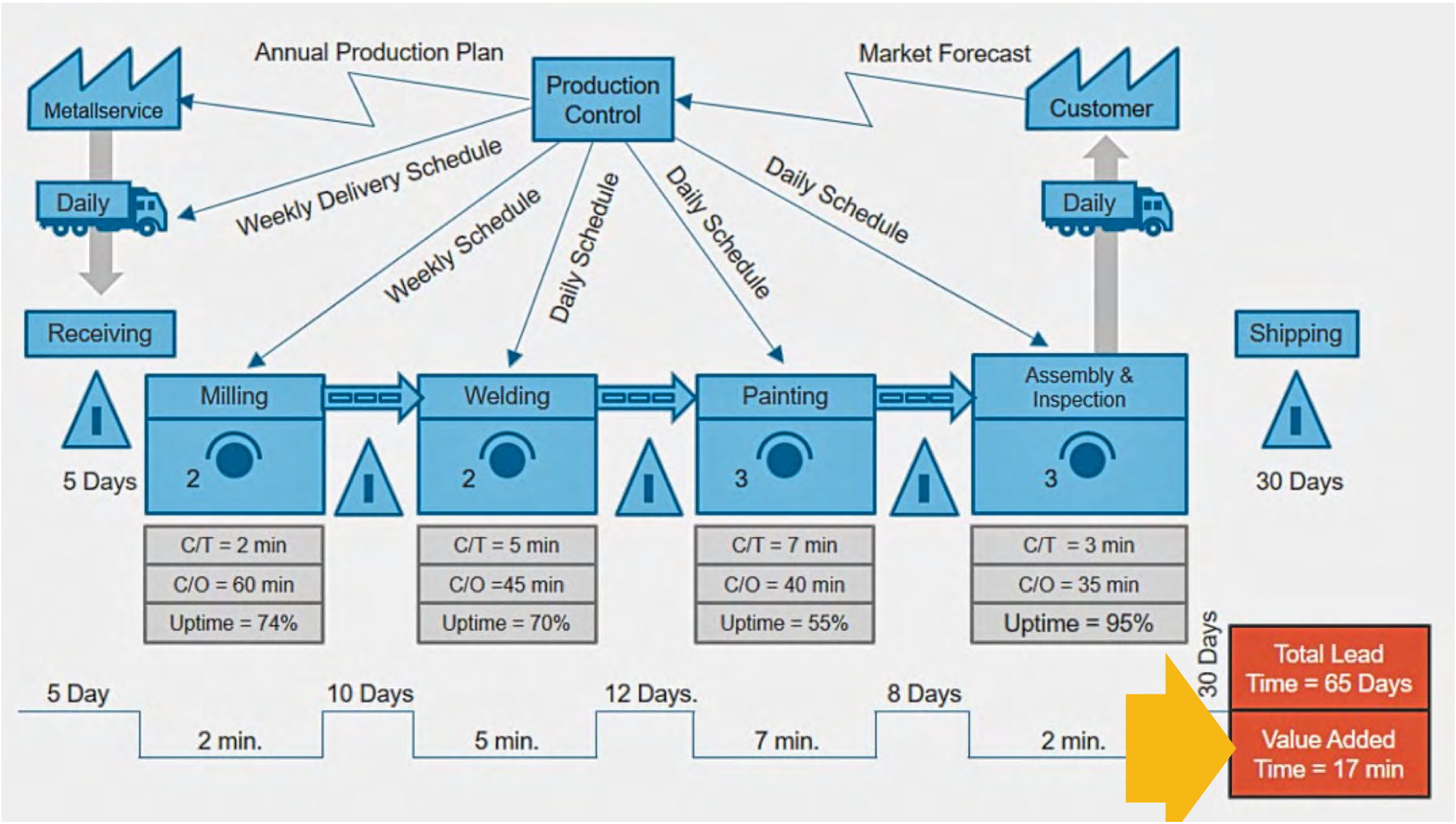
IDENTIFY unexpected opportunities to create extraordinary value

PERSIST through and learn from failure

Source


WordVis, the visual dictionary
Not Secure wordvis.com
WordVis About
WordVis
the visual dictionary
value
value
Noun
a numerical quantity measured or assigned or computed
the quality (positive or negative) that renders something desirable or valuable
the amount (of money or goods or services) that is considered to be a fair equivalent for something else
relative darkness or lightness of a color
(music) the relative duration of a musical note
an ideal accepted by some individual or group
an attribute of color
the quality that renders something desirable or valuable or useful
a quantity expressed as a number
the idea of something that is perfect, something that one hopes to attain
Verb
fix or determine the value of; assign a value to
hold dear
regard highly; think much of
evaluate or estimate the nature, quality, ability, extent, or significance of
estimate the value of
fix conclusively or authoritatively
color property
worth
note value
ideal
economic value
time value
numerical quantity
determine
value
set
rate
appreciate
valuate
prize
measure
treasure
evaluate
esteem
assess
prise
appraise
respect

Source


Annual Production Plan
Market Forecast
Metallservice
Production Control
Customer
Daily
Weekly Delivery Schedule
Weekly Schedule
Daily Schedule
Daily Schedule
Daily Schedule
Daily
Receiving
Shipping
Milling
Welding
Painting
Assembly & Inspection
5 Days
2
2
3
3
30 Days
C/T = 2 min
C/O = 60 min
Uptime = 74%
C/T = 5 min
C/O =45 min
Uptime = 70%
C/T = 7 min
C/O = 40 min
Uptime = 55%
C/T = 3 min
C/O = 35 min
Uptime = 95%
30 Days
Total Lead Time = 65 Days
Value Added Time = 17 min
5 Day
2 min.
10 Days
5 min.
12 Days.
7 min.
8 Days
2 min.

VALUE

7	26	45	48	70
12	25	33	51	75
2	21	FREE	50	65
11	17	37	49	61
5	19	32	57	64

START WITH FREE SPACE IN CENTRE
5 NUMBERS IN ANY LINE WINS
12 DIFFERENT WAYS TO WIN

48

Value-to-Society

Quantification and monetary valuation of BASF's impacts on society

BASF
We create chemistry

AIAA Space 2010
Sept. 2010, Anaheim, CA

Revision 10/06/2010

Aligning Perspectives and Methods for Value–Driven Design

Adam M. Ross*, M. Gregory O'Neill†, Daniel E. Hastings‡, Donna H. Rhodes§
Massachusetts Institute of Technology, Cambridge, MA, 02139

Recent years have seen a push to use explicit consideration of

THESIS FOR THE DEGREE OF DOCTOR OF ENGINEERING

Value Creation as Educational Practice

- Towards a new Educational Philosophy grounded in Entrepreneurship?

MARTIN LACKÉUS

Division of Management of Organizatio
Department of Technology Ma
CHALMERS UNIVERSITY
Gothenburg, Swe

A Spiral Approach to Teach Value Propositions Using the NABC Framework in Core Engineering Courses

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Ada, OH, USA
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Firas Hassan
ECCS Department
Ohio Northern University
Ada, OH, USA
f-hassan@onu.edu

tion, financing, and sustainability)
(e.g., communication, teamwork,
the ability to spot emerging
g education, therefore, mustteach
o be entrepreneurially minded so
creating value [6].

ded engineer should be curious
portant problems and explore
address those problems. The
market requires connecting and
luding resources, information,
and sustainable in the market
consumers. Value proposition
ract the talent and resources

ulating value propositions,

Creating Value: An Alternate View of Meaning and Worth

Bill Kline
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Ella Ingram
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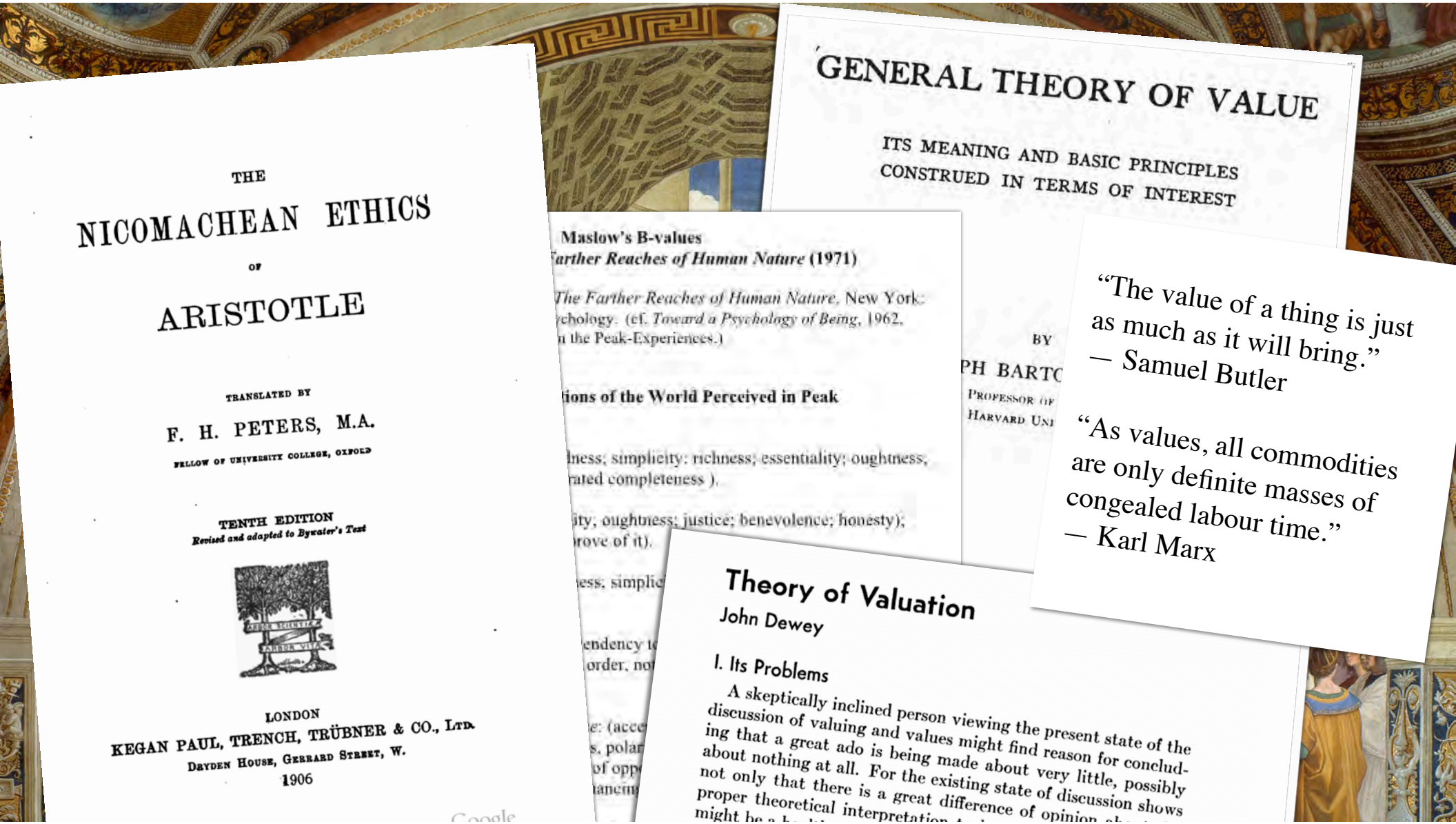
Session Objectives
As a result of participating in this workshop, instructors will be able to…
Describe a revenue-neutral conception of value.
matrix model of evaluating value for their students.


THE
NICOMACHEAN ETHICS
OF
ARISTOTLE
TRANSLATED BY
F. H. PETERS, M.A.
FELLOW OF UNIVERSITY COLLEGE, OXFORD
TENTH EDITION
Revised and adapted to Bywater's Text
LONDON
KEGAN PAUL, TRENCH, TRÜBNER & CO., LTD.
DRYDEN HOUSE, GERRARD STREET, W.
1906
GENERAL THEORY OF VALUE
ITS MEANING AND BASIC PRINCIPLES
CONSTRUED IN TERMS OF INTEREST
BY
Maslow's B-values
Farther Reaches of Human Nature (1971)
The Farther Reaches of Human Nature, New York:
chology. (cf. Toward a Psychology of Being, 1962,
n the Peak-Experiences.)
ions of the World Perceived in Peak
"The value of a thing is just as much as it will bring."
— Samuel Butler
"As values, all commodities are only definite masses of congealed labour time."
— Karl Marx
Theory of Valuation
John Dewey
I. Its Problems
A skeptically inclined person viewing the present state of the discussion of valuing and values might find reason for concluding that a great ado is being made about very little, possibly about nothing at all. For the existing state of discussion shows not only that there is a great difference of opinion


GARAGE
SALE


PEIPING CHINA 1946 F4U-4

VALUE

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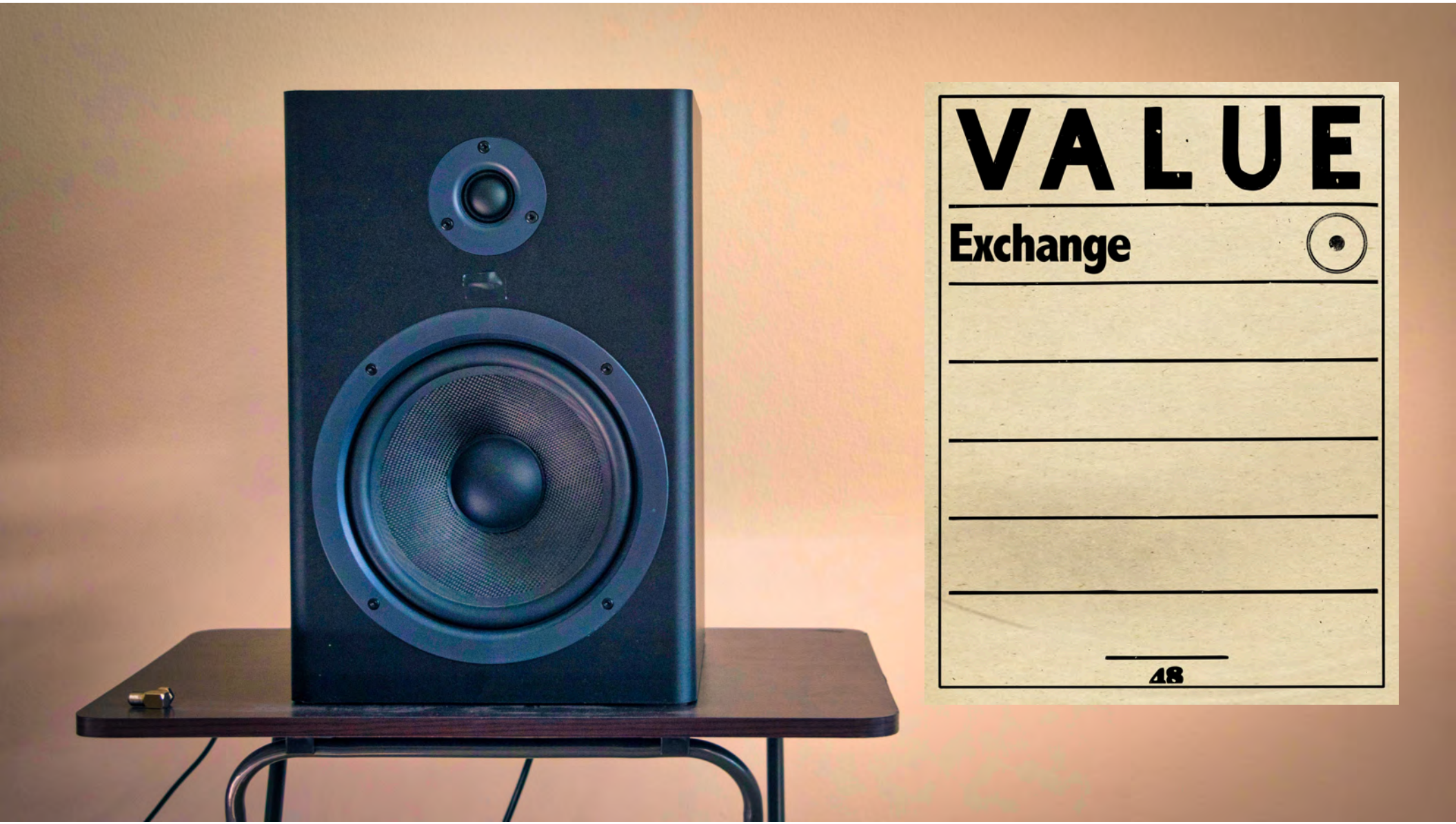
VALUE


VALUE
Exchange
48


VALUE
Exchange
Instrumental
48

VALUE

Exchange

Instrumental

Intrinsic

VALUE

Exchange

Instrumental

Intrinsic

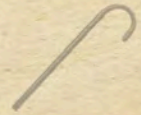
48


VALUE
Exchange
Instrumental
Intrinsic
Symbolic, etc.
48

VALUE

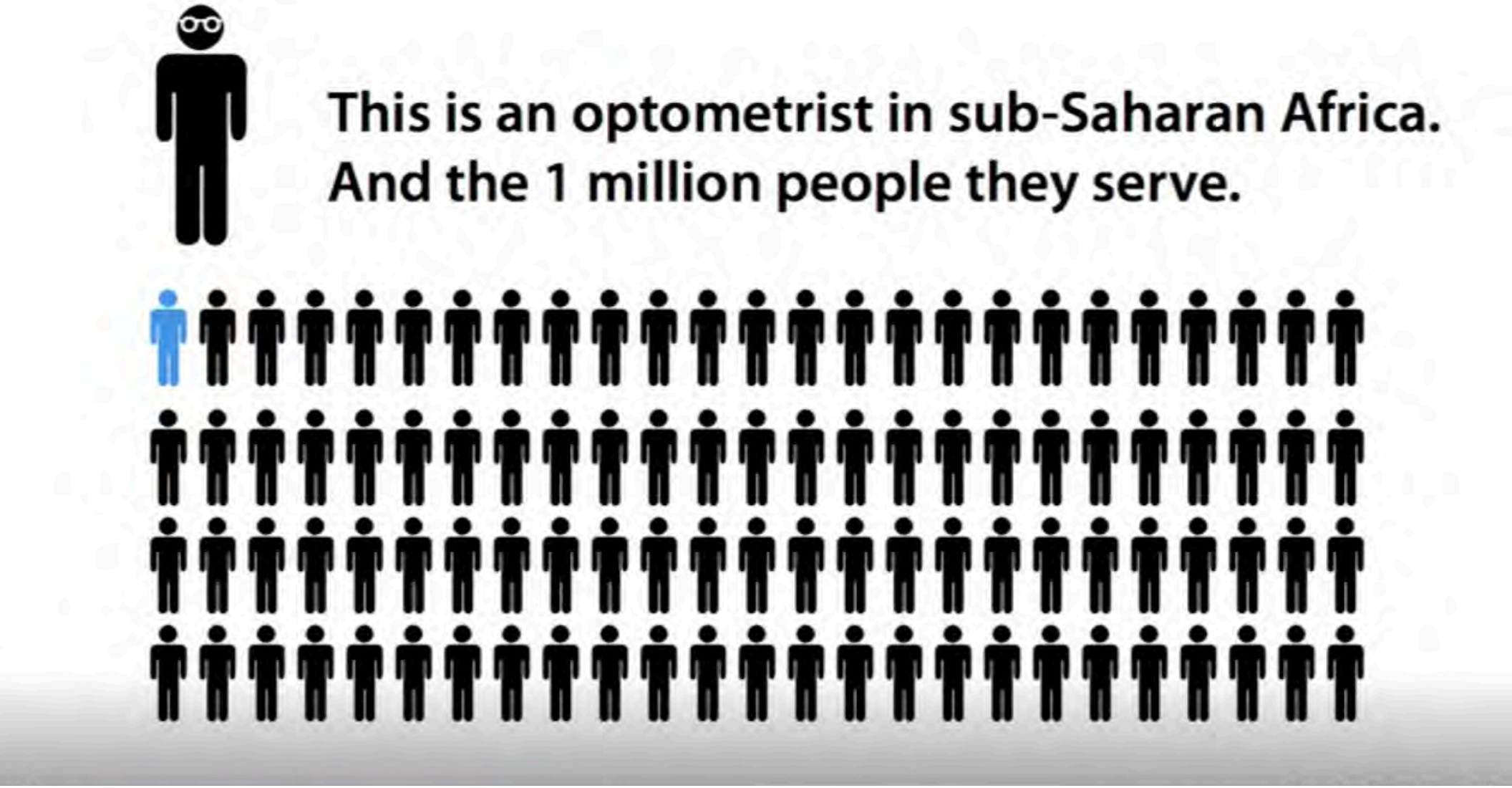
Exchange

Instrumental

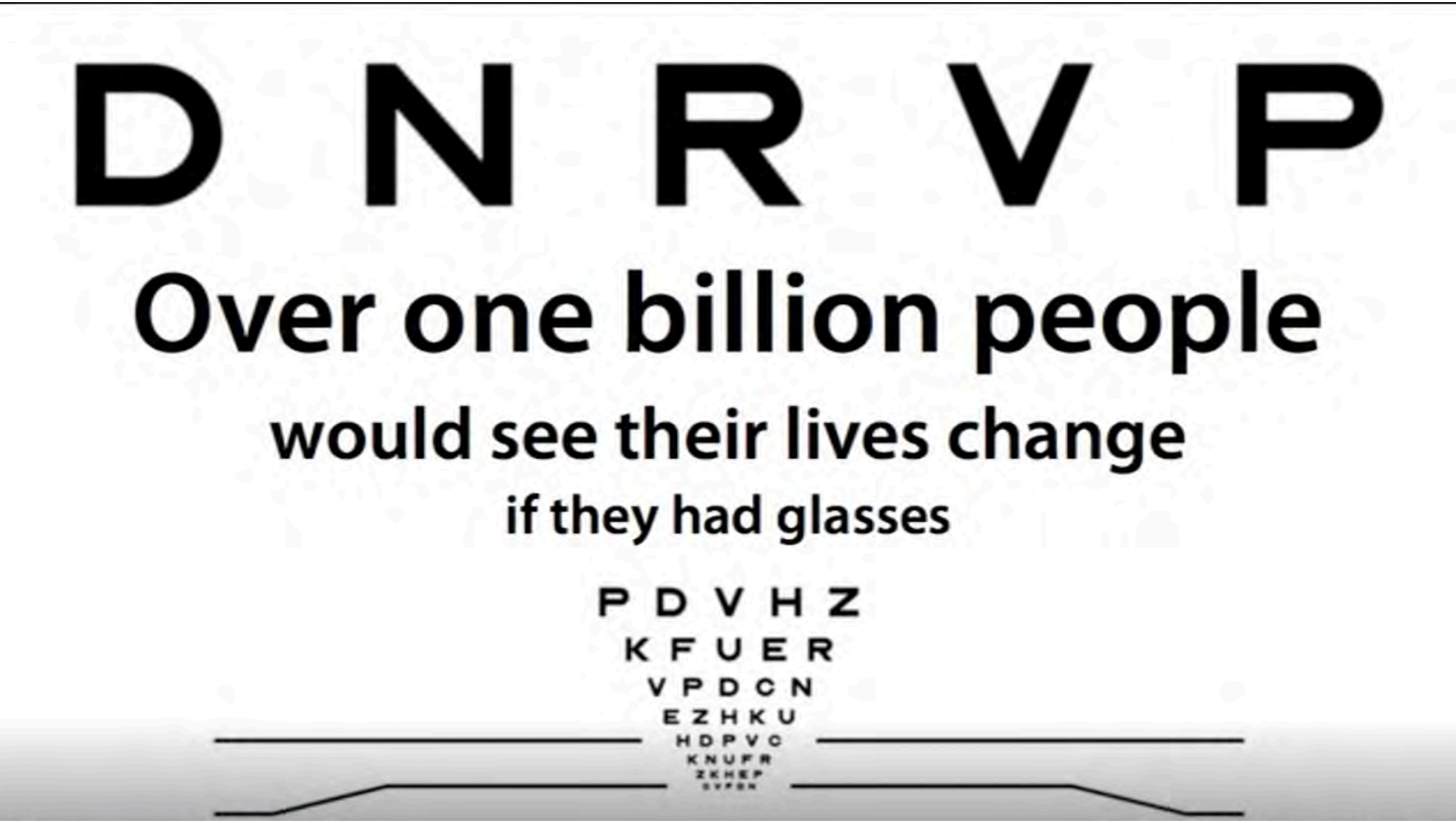


Intrinsic

Symbolic, etc.


This is an optometrist in sub-Saharan Africa.
And the 1 million people they serve.

Source


D N R V P
Over one billion people
would see their lives change
if they had glasses
P D V H Z
K F U E R
V P D C N
E Z H K U
H D P V C
K N U F R
Z K H E P

Source

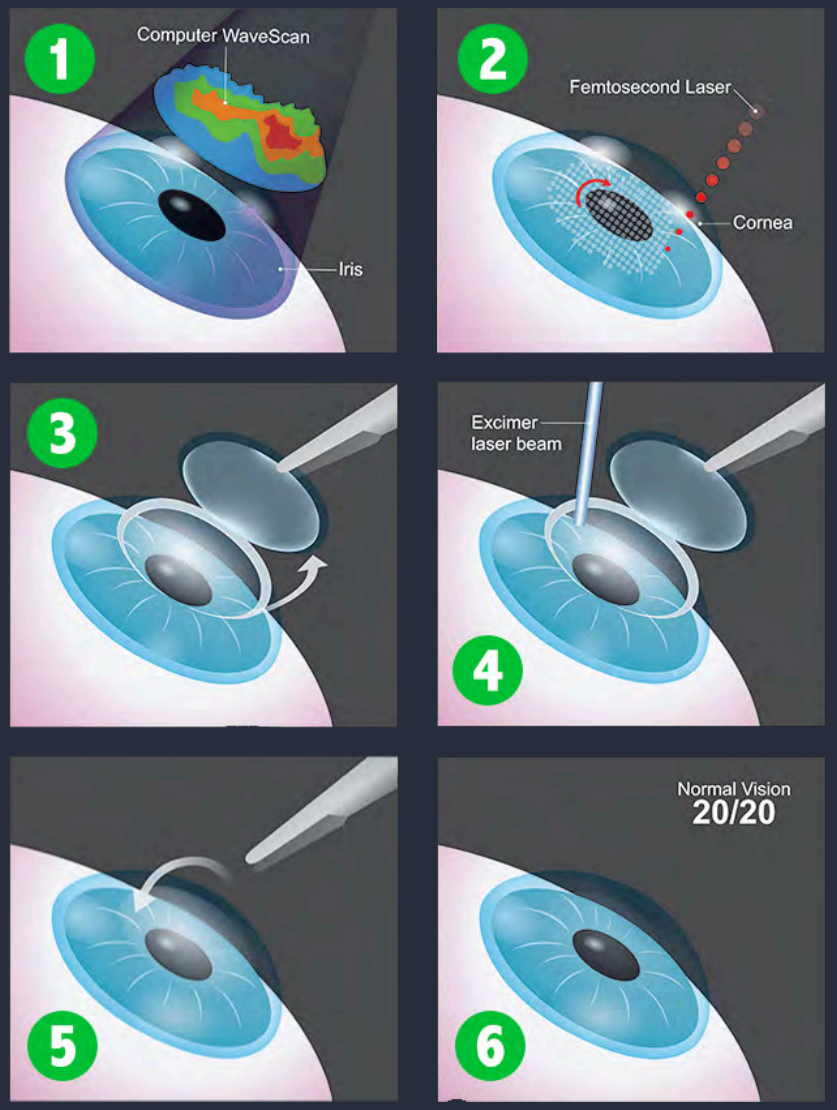
Source

Source


PlenOptika
Vision Driven Innovation
QuickSee
-6.50 D
-3.25 D
120°
-8.25 D
OD
TEST 2/3
-4.75 D
-2.75 D
75°
-6.25 D
OS
TEST 1/2

Source

Source


1
Computer WaveScan
Iris
2
Femtosecond Laser
Cornea
3
Excimer
laser beam
4
5
Normal Vision
20/20
6

- 120 US Patents
- 879 Technical Papers
- Hall of Fame of Ophthalmology
- National Medal of Technology and Innovation

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- 879 Technical Papers
- Hall of Fame of Ophthalmology
- National Medal of Technology and Innovation
- Inventor of LASIK Corrective Refractive Eye Surgery

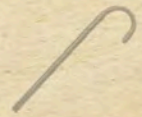
One thing I could not tolerate is to see somebody suffer.

For me, value was not necessarily money.

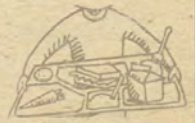
VALUE

Exchange

Instrumental



Intrinsic



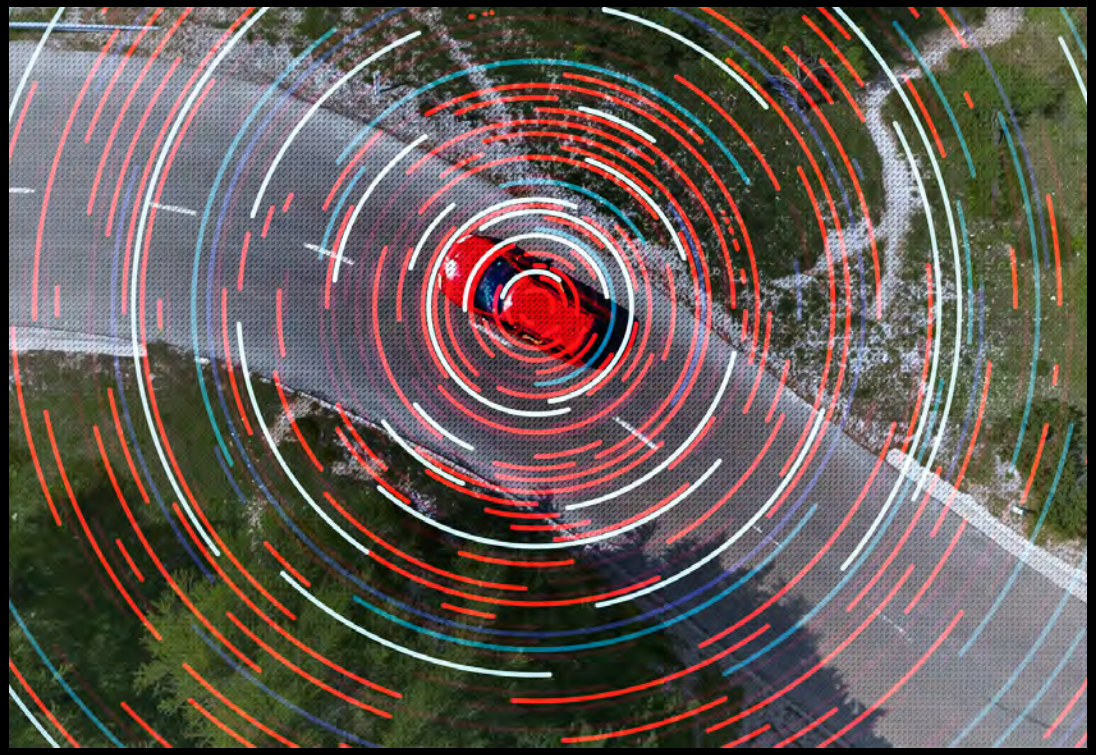
Symbolic, etc.

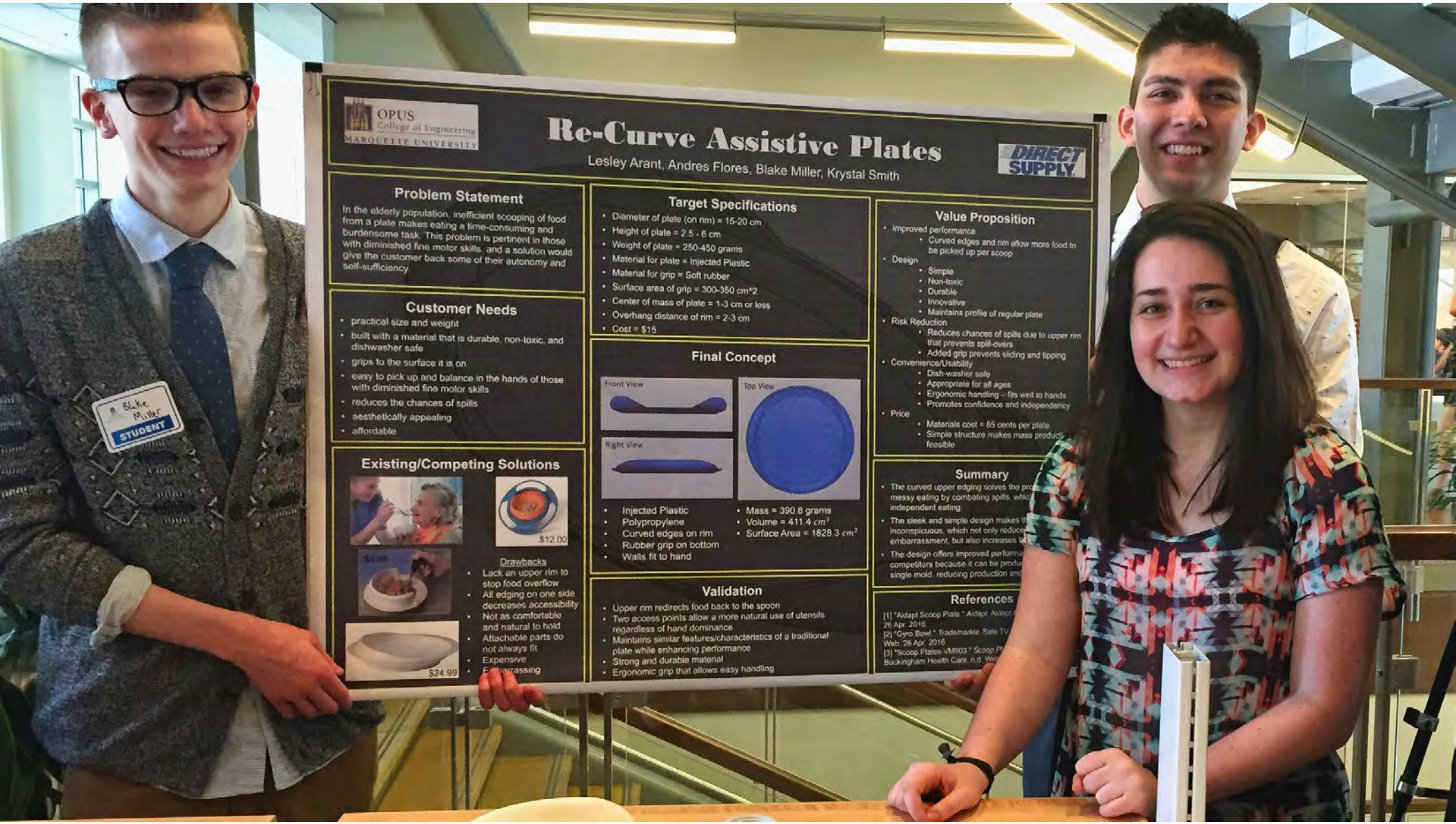
Societal/Personal

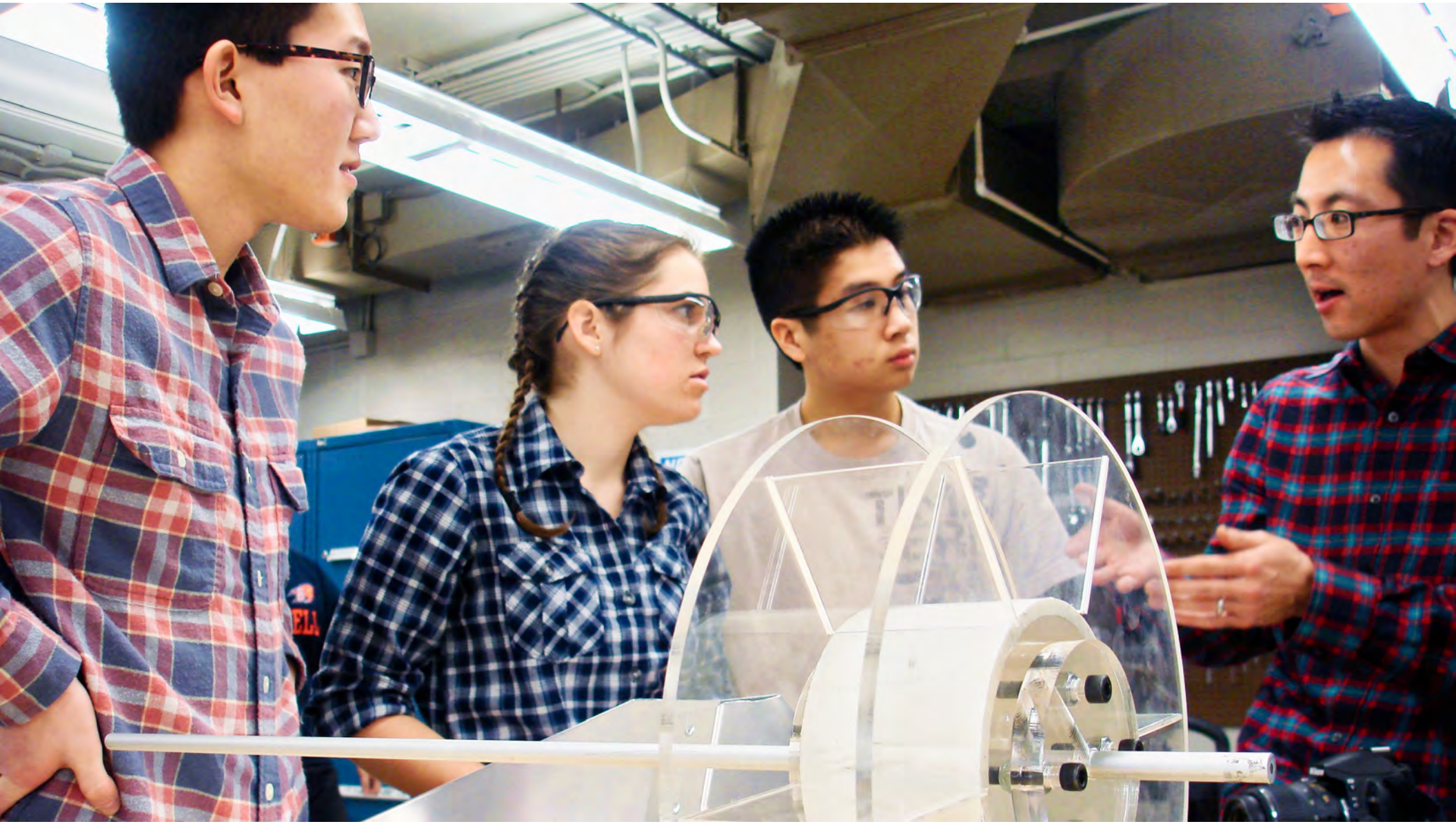
Future

NASA SPINOFF

NASA TECHNOLOGY TRANSFER PROGRAM

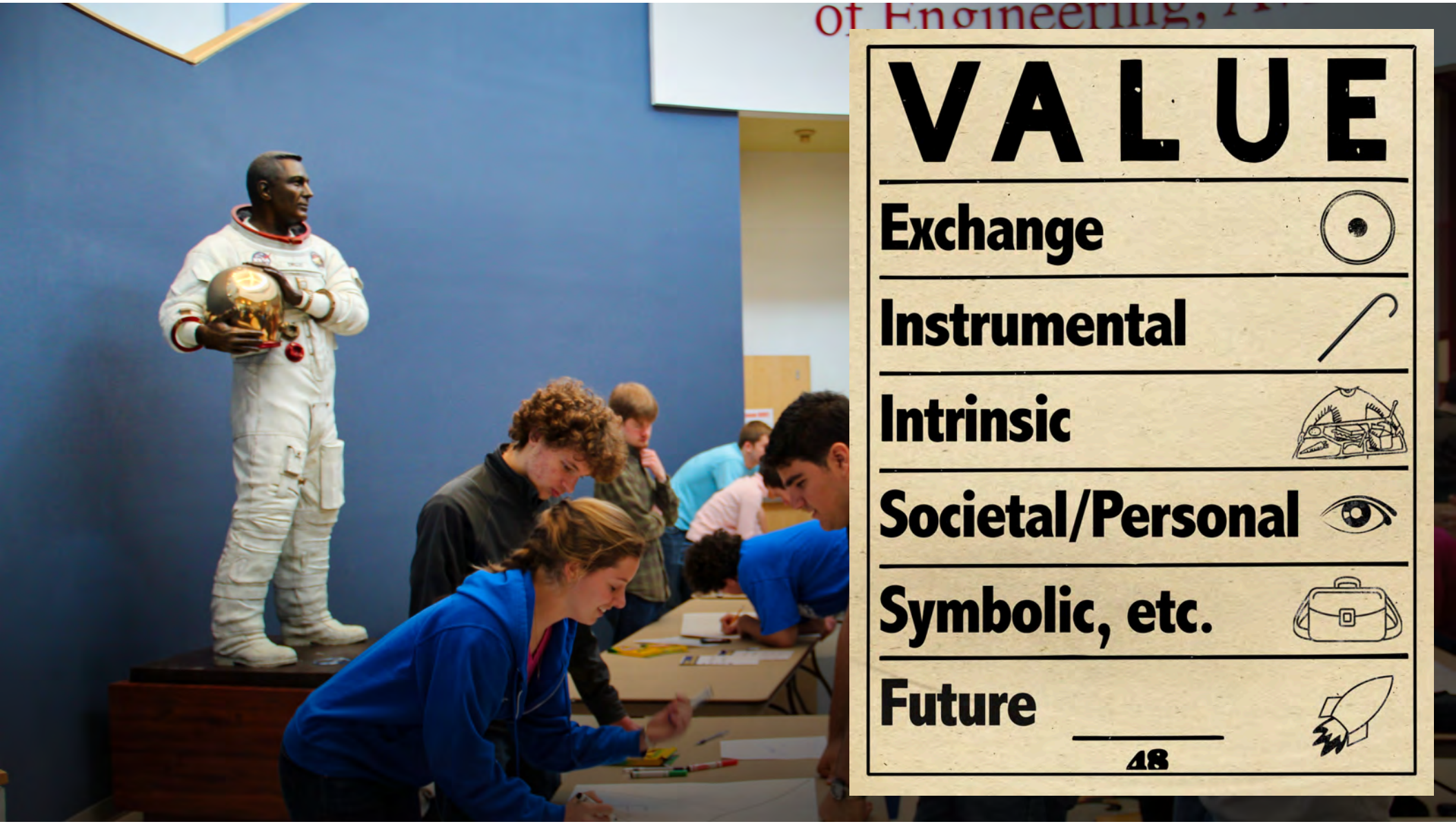



OPUS College of Engineering
MARQUETTE UNIVERSITY
Re-Curve Assistive Plates
Lesley Arant, Andres Flores, Blake Miller, Krystal Smith
DIRECT SUPPLY
Problem Statement
In the elderly population, inefficient scooping of food from a plate makes eating a time-consuming and burdensome task. This problem is pertinent in those with diminished fine motor skills, and a solution would give the customer back some of their autonomy and self-sufficiency.
Customer Needs
practical size and weight
built with a material that is durable, non-toxic, and dishwasher safe
grips to the surface it is on
easy to pick up and balance in the hands of those with diminished fine motor skills
reduces the chances of spills
aesthetically appealing
affordable
Existing/Competing Solutions
$12.00
$24.99
Drawbacks
Lack an upper rim to stop food overflow
All edging on one side decreases accessibility
Not as comfortable and natural to hold
Attachable parts do not always fit
Expensive
Embarrassing
Target Specifications
Diameter of plate (on rim) = 15-20 cm
Height of plate = 2.5 - 6 cm
Weight of plate = 250-450 grams
Material for plate = Injected Plastic
Material for grip = Soft rubber
Surface area of grip = 300-350 cm^2
Center of mass of plate = 1-3 cm or less
Overhang distance of rim = 2-3 cm
Cost = $15
Final Concept
Front View
Top View
Right View
Injected Plastic
Polypropylene
Curved edges on rim
Rubber grip on bottom
Walls fit to hand
Mass = 390.8 grams
Volume = 411.4 cm^3
Surface Area = 1828.3 cm^2
Validation
Upper rim redirects food back to the spoon
Two access points allow a more natural use of utensils regardless of hand dominance
Maintains similar features/characteristics of a traditional plate while enhancing performance
Strong and durable material
Ergonomic grip that allows easy handling
Value Proposition
Improved performance
Curved edges and rim allow more food to be picked up per scoop
Design
Simple
Non-toxic
Durable
Innovative
Maintains profile of regular plate
Risk Reduction
Reduces chances of spills due to upper rim that prevents spill-overs
Added grip prevents sliding and tipping
Convenience/Usability
Dish-washer safe
Appropriate for all ages
Ergonomic handling -- fits well to hands
Promotes confidence and independency
Price
Materials cost = 85 cents per plate
Simple structure makes mass product feasible
Summary
The curved upper edging solves the pro
messy eating by combating spills, whic
independent eating.
The sleek and simple design makes th
inconspicuous, which not only reduce
embarrassment, but also increases t
The design offers improved performa
competitors because it can be produ
single mold, reducing production an
References
[1] "Aidapt Scoop Plate." Aidapt. Aidapt
26 Apr. 2016.
[2] "Gyro Bowl." Trademarkia. Sale TV
Web. 26 Apr. 2016.
[3] "Scoop Plates-VM803." Scoop Pl
Buckingham Health Care, n.d. Web
Blake Miller
STUDENT




STREETLIGHT
MANIFESTO
the
hand
that


of Engineering,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