Project: Market research and business plan development for San Antonio high-tech solar energy start-up company

Student involvement: Fall 2013 project

Description:
UTSA has been developing intelligent computer codes and sky and cloud imaging technology that could potentially revolutionize the renewable energy industry. The investigators have been developing Intellectual Property (IP) that has the potential to launch a start-up company. The student will be evaluating the technology from a market point of view to value the products, understand the competition, size the market and establish potential start-up company strategies for a successful launch.

Keywords: business plan, start-up company, marketing.

Student Qualifications:
- Student pursuing M.B.A. or M.S. from College of Business passionate for entrepreneurship or technology management.
- Previous experience doing research for business plans preferable

For questions contact: Dr. Rolando Vega
Email: rolando.vega@utsa.edu Tel.: 210-458-8654