Innovation & Entrepreneurship

Abstract Outline of (Name/s) _____

- *Start by freely filling in areas with ideas or bullets points*
- *Transition ideas/bullets into concise sentences*
- *Check for completion and flow and do a word count (250 MAX), THEN edit accordingly*
- *Ask a friend/MURALS guide/grad student to review/proofread your abstract and edit accordingly*
- *Lastly go to the MURALS website and SUBMIT your abstract*

(DO THIS LAST!) PROJECT TITLE: Give it a catchy yet explanatory title i.e. *MURALS is for YOU: How to write an abstract for the MURALS symposium*

OBJECTIVE: What is your product or business idea?

INTRODUCTION & SIGNIFICANCE: Begin by capturing the problem or customer need you want to address. Include who is your target customer and why is it important to them?

METHODS: Summarize the steps or activities that you would need to complete to achieve the objective/goal/problem solution. Be sure to list in the order they will be completed.

RESULTS: Describe how you would like to present your product or business idea. This may include a completed Business Model Canvas, a product prototype, and/or a business pitch to potential investors.

CONCLUSION/FUTURE DIRECTIONS/DISCUSSION: After completing customer interviews, describe your learnings and the potential value or impact of your product or business idea to your target customer. If customer interviews are not possible, describe other ways you will validate your idea to increase success in your target market.

Submit at: MURALS.COLOSTATE.EDU