

NONWOVEN PRODUCT DEVELOPMENT & INNOVATION SHORT COURSE AGENDA

SHORT COURSE – JUNE 20-23, 2023

Tuesday, June 20

12:00 pm	1:00pm	Networking Lunch & Registration	All
1:00 pm	1:30 pm	Introductions & Overview	Dave Nelson, NWI/NCSU, Former 3M
1:30 pm	3:45 pm	Product Development – Stage Gate	Behnam Pourdeyhimi, NWI/NCSU
3:45 pm	5:00 pm	Intellectual Property	Behnam Pourdeyhimi

Wednesday, June 21

8:00 am	8:30 am	Networking Breakfast	All
8:30 am	9:00 am	Market Research & Marketing Strategy	Tom Daugherty, NWI/NCSU, Former P&G
9:00 am	9:30 am	Market Intel Example	Tom Daugherty
9:30 am	10:30 am	Patent Search	Behnam Pourdeyhimi
10:30 am	11:30 am	Innovation Culture and Practice	Dave Nelson
11:30 am	12:00 pm	Case Studies	Behnam Pourdeyhimi
12:00 pm	1:00 pm	Networking Lunch	All
1:00 pm	2:00 pm	Commercialization	Behnam Pourdeyhimi
2:00 pm	3:00 pm	Sustainability & Circularity	Behnam Pourdeyhimi
3:00 pm	3:15 pm	Break	All
3:15 pm	4:00 pm	Design of Experiment – Intro and Practical Aspects	Benoit Maze, NWI/NCSU

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Wednesday, June 21 (Cont.)

4:30 pm	5:00 pm	Wipes & Sustainability	Behnam Pourdeyhimi
5:00 pm	6:00 pm	Team Exercise: Planning to Make a Sustainable Wipe (Teams + Mentor)	All
6:00 pm	8:30 pm	Reception	All

Thursday, June 22

8:00 am	8:30 am	Networking Breakfast	All
8:30 am	10:00 am	Team + Mentor: Planning to Make a Sustainable Wipe	Behnam Pourdeyhimi
10:00 am	12:00 pm	Labs	All
12:00 pm	1:00 pm	Networking Lunch	All
1:00 pm	5:00 pm	Prototyping	All

Friday, June 23

8:00 am	8:30 am	Networking Breakfast	All
8:30 am	10:00 am	Complete Testing of Prototypes	Teams
10:00 am	12:00 pm	Team Presentations (2 Teams Present)	Teams
12:00 pm	1:00 pm	Networking Lunch	All
1:00 pm	1:30 pm	Q&A and Wrap-Up	All

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