Switzerland Feasibility Analysis

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- Dr. Tara Mann
- Dr. Diyana Petrova (ZHAW)
Project Legacy

- The WPI Plan
  - Established in 1970
  - “Lehr und Kunst”

- The Interactive Qualifying Project (IQP)
  - Interdisciplinary

- The Major Qualifying Project (MQP)
  - Major specific

- Project Centers
  - About 50% of students complete a project off-campus
  - Over 30 off-campus centers
The Assessment of Switzerland as a Sustainable Project Center and a Gateway to Europe
Our Investigation

• Generally positive response
  – No organization said “No”
  – Several asked to be deferred

• Interest in:
  – Academia
  – Industry
  – Finance
  – Pharmaceutical

• 21 students for next year
  – Project ideas in development
  – Expect 6-7 projects
Contacting Potential Sponsors

Logos represented are properties of their respective companies.
Logistics

• Aspects to consider:
  – Housing
  – Dining
  – Transportation
  – Communication
  – Leisure Activities

• Biggest challenge:
  – Housing 20 to 25 people in one location
    ▪ University owned housing is rare
    ▪ Considering a “distributed model”
    ▪ Excellent transportation infrastructure
# Student Budget

## Estimated Student Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>$1,500</td>
</tr>
<tr>
<td>Travel to site (round trip fare)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Local Transportation (Swiss Pass)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Dining</td>
<td>$700</td>
</tr>
<tr>
<td>Weekend Activities</td>
<td>$500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$400</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,100</strong></td>
</tr>
</tbody>
</table>

*High-end Estimate*

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Student Cost Comparisons

Cost Comparisons for Various Cities

- **Costa Rica**
- **Bangkok, Thailand**
- **Zurich, Switzerland**
- **Hong Kong**
- **Windhoek, Namibia**
- **Wellington, NZ**
- **Melbourne, Australia**
- **Copenhagen, Denmark**
- **London, UK**

Legend:
- **Out-of-Pocket Expenses**
- **Housing**

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A Phased Approach
The Three-Phase Plan

Phase I
- IQP Pilot Program Part I
- 6 students, 2 projects
- Feasibility Analysis
- Initiate contact

Phase II
- IQP Pilot Program Part II
- 21 students, 6-7 projects
- Develop MQP options
- Pilot to Center transition

Phase III
- Established IQP Center
- MQP Pilot Program
- Explore possible European Expansion
- Co-director implemented
# Phase I

<table>
<thead>
<tr>
<th>Time</th>
<th>Phase I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2013</td>
<td>Pilot Project: Feasibility Analysis&lt;br&gt;Sponsors: the ZHAW</td>
</tr>
<tr>
<td>Summer 2013</td>
<td>Initiate contact with potential sponsors&lt;br&gt;Academia: The ZHAW, NTB, HSLU, HEG Fribourg, ETH Zürich, Uni Basel&lt;br&gt;Industry: Nestle, Stryker, ABB, Green TEG, ClimeWorks, GROW&lt;br&gt;Sports: FIFA, IOC, UEFA&lt;br&gt;Pharmaceuticals: Roche&lt;br&gt;Finance: Credit Suisse&lt;br&gt;Goal: Generate high interest in 3-5 organizations&lt;br&gt;Maintain contact with promising sponsors&lt;br&gt;IQPs: The ZHAW, HEG Fribourg, HSLU&lt;br&gt;MQPs: Roche&lt;br&gt;Uncertain project type: Credit Suisse</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>Approach new and developing leads&lt;br&gt;Recruit students for Spring 2015&lt;br&gt;Finalize projects for 2014&lt;br&gt;Finalize logistics&lt;br&gt;Coordinate logistics&lt;br&gt;Advisor sets up meetings with potential sponsors and follow up meetings</td>
</tr>
<tr>
<td>Winter 2014</td>
<td>Student preparation work&lt;br&gt;For IQPs&lt;br&gt;Look for a co-advisor for the Switzerland project center</td>
</tr>
</tbody>
</table>
Phase II

Spring 2014
- Pilot Project: Year 2
  - The ZHAW
  - HEG Fribourg
  - HSLU
- Coordinate logistics
- Approach new and developing leads
- Advising duties

Summer 2014
- Maintain contact and follow up with potential sponsors

Fall 2014
- Finalize IQPs for 2015
- Finalize Pilot MQP for 2015

Winter 2015
- Student preparation work
  - For IQPs
  - For MQPs
- Coordinate logistics
- IQP advisor sets up meetings with potential sponsors and follow up meetings
- MQP advisor sets up meetings with potential sponsors and follow up meetings
- Work to establish IQP Center and Pilot MQP site
# Phase III

<table>
<thead>
<tr>
<th></th>
<th>Spring 2015</th>
<th>Summer 2015</th>
<th>Fall 2015</th>
<th>Winter 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>IQP Center Year 1</td>
<td></td>
<td></td>
<td></td>
<td>Student preparation work For IQPs Student preparation work For MQPs</td>
</tr>
<tr>
<td>MQP Pilot Site</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approach new and developing leads</td>
<td></td>
<td></td>
<td></td>
<td>IQP advisor sets up meetings with potential sponsors and follow up meetings Coordinate logistics</td>
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<tr>
<td>Coordinate logistics</td>
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<td></td>
<td></td>
<td>MQP advisor sets up meetings with potential sponsors and follow up meetings</td>
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<tr>
<td>Advising duties</td>
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<td></td>
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<tr>
<td>Work to establish IQP Center and Pilot MQP site</td>
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## Switzerland Project Center

**Target Project Type Distribution**

- IQPs: 60%
- MQPs: 30%
- Collaborative Projects: 10%

- Maintain contact and follow up with potential sponsors
- Develop MQP Center identity: Define majors, Define project types
- Finalize IQPs for 2016
- Finalize MQPs for 2016
# Phase III Continued

## Phase III Continued and Future Years

<table>
<thead>
<tr>
<th>Spring 2016</th>
<th>Summer 2016</th>
<th>Fall 2016</th>
<th>Winter 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>IQP Center Year 2</td>
<td>IQP Center Year 2</td>
<td>Recruit students for Spring 2018</td>
<td>Student preparation work for IQPs</td>
</tr>
<tr>
<td>MQP Center Year 1</td>
<td>Phase III ends</td>
<td></td>
<td>Student preparation work for MQPs</td>
</tr>
<tr>
<td>Approach new and developing leads</td>
<td>Maintain contact and follow up with potential sponsors</td>
<td>Finalize IQPs for 2017</td>
<td>IQP advisor sets up meetings with potential sponsors and follow up meetings</td>
</tr>
<tr>
<td>Coordinate logistics</td>
<td></td>
<td></td>
<td>Coordinate logistics</td>
</tr>
<tr>
<td>Advising duties</td>
<td></td>
<td>Finalize MQPs for 2017</td>
<td>MQP advisor sets up meetings with potential sponsors and follow up meetings</td>
</tr>
<tr>
<td>Begin exploring opportunities in Germany, France, and Italy</td>
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16

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Phase Plan Outcome Summary

- Development of a sustainable project sponsor cycle
- Establishment of IQP Center by Spring 2015
- Implementation of MQP Pilot Program
  - Subsequent establishment of MQP Center in Spring 2016
- Further expansion into Europe
Conclusion

• A Switzerland project center is viable and sustainable
• A “distributed model” necessary
• Many potential sponsors still to be contacted
• Estimated student cost comparable to mid-range project centers
• Recommend a phased implementation plan
Questions?