

Research Assessment #7

Date: February 9, 2017

Subject: Research Showcase

MLA Citation: None

Assessment:

The research showcase for Independent Study and Mentorship was like something I have never experienced before. It presented a new chance to learn all about what other ISM students have done and for others to critique my original work or ideas. I was able to make new connections by speaking with multiple people and ask for their opinions on my phone case company which serves as a type of market research.

As I first walked into the Star (Dallas Cowboy's practice facility), I saw many ISM students setting up their boards to showcase all their research and accomplishments they have completed throughout the year. I learned a lot from them as I learned about different types of topics people had and more details pertaining to those topics. It showed me that an individual could be passionate a variety of things ranging from buffalo herding to neurosurgery. Every person is different and has their own interests which is why I must be open to speak with all types of people. I could learn lessons or gain advice from them which I may have not gotten from another person.

Throughout the research showcase, there were many people coming in and out of the Star. They all walked around and asked questions to ISM students about their topics of study and what they have done for their original work. As people had come to my board, I made sure to work on my speaking skills and my pitch. I would tell them all about my business and hope to gain their attention. While I was speaking, my mentor was listening and waiting until I finished to give me advice on how I could improve my pitch. This experience simulated a Shark Tank like situation as I was promoting my business and aiming to get people intrigued into it. I learned what to say to ensure that people truly understood what I was talking about. For example, it is important to get to the point as quickly as possible because that is what the individual listening wants to hear. They want to know about what I have done and then move onto something else.

In terms of market research, the research showcase could serve as a form of that. While people were walking around and looking at student's boards, I made sure to ask how they liked my idea for my phone case and if there was anything they would change. This was a great chance to gain opinions of many people from differing backgrounds and see what they thought was best. I also gained new ideas on designs for the phone case based on what people have told me that they would like to see. In all, the comments were positive and I acquired a lot of constructive criticism. Furthermore, I learned to deal with people who had a rougher and more direct personality. I had to keep my control and speak to them with the utmost respect as that is the only way I could get them to listen. The research showcase as a whole served as a learning experience and a chance for me to show off my company and improve my speaking skills.