Managing New Product Development
Tradeshow on Friday, Dec. 15, 3:30-5:00 pm
Wells Fargo Room (420 Cheit Hall), Haas School of Business

Drive-through Experience:
- Improved packaging

Ergonomic Micropipette Design

Extreme Sport Backpack:
- Ease of use on the slopes

Joy of Sitting:
- Rest easy while waiting at the airport

Kitch’Inspiration:
- Better information for better cooking

Modern Ramen:
- Redefined, redesigned

PRICE4DESIGN:
- Automatic Injection Molding Cost Estimator

Professional Lunchbox:
- Bringing good food from home

Recycling:
- Composting in style

Seguro:
- Limiting the effects of pesticide exposure

Social Networking

Table Toys:
- Entertaining small children at dinnertime

NextBook:
- The textbook, reinvented

Mechanical Clot Buster:
- Deep Vein Thrombosis Mechanical Therapy