College of Engineering
Summer Research Experience for Undergraduates Program

Request for an Engineering Student for Summer 2011 Research

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Brief description of Summer Research Project (please explain the interdisciplinary nature of this project).
CASA is looking to commercialize a new technology for remote sensing of the atmosphere using networked low power, short-range weather radars. This requires marketing of this new technology to the appropriate set of stakeholders in industry – from end users, such as utilities and the general public, to technology suppliers (radar manufacturers) to providers of value added data services (such as Weather Channel). As technology and thought leaders in this space, CASA seeks to develop a Market Report containing an analysis of the size of the market, prevailing industry and government trends, market segmentation, competitive analysis and opportunity for growth. This project will require the student to work with CASA’s Professors of Practice and CASA Director, and develop an understanding of basic radar technology, meteorology, computer networking and business management.

Brief description of what the student will be doing:
1. Learning about CASA technology
2. Data collection: Internet, trade journal and publication searches for related business listings and industry developments
3. Data analysis: Developing quad charts showing industry players, products and positioning; market segmentation
4. Presenting weekly findings to REU cohort
5. Meet with at least one CASA industrial partner

Is this a CASA-related project? Yes _X_  No ___

Preferred background of student (major(s), class, GPA, pre-requisites, etc.):
Engineering with Business Management

Did you mentor a student last summer in the College REU Program?  Yes_____  No _X_

If yes, please describe the outcomes for that student (i.e. Honor’s thesis, conference presentations, manuscripts, papers, etc. Describe accomplishments to date as well as plans for the spring semester if the work has continued):
Please return this form to:

Lorraine Robidoux,
REU Program Coordinator
129 Marston Hall

By Friday, February 5, 2011