



Texas Tech University

GLEAMM Director Candidate Presentation

TITLE: “The Business Model Canvas (BMC) Model Approach to the GLEAMM Project Vision”
by Suhas Pol, PhD

WHEN: Thursday March 21, 2019
2:00 pm – 2:45 pm

WHERE: The Bullen Room (#226), Electrical and Computer Engineering

The Business Model Canvas (BMC) Model Approach to the GLEAMM Project Vision

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Abstract: Texas Tech University's (TTU) recent accomplishments and infrastructure development, such as GLEAMM, represent a significant innovation growth opportunity. Renewable energy research activities at TTU are bolstered by faculty expertise, student talent availability, innovation assistance, and entrepreneurship mentoring. This synergistic combination has provided valuable support to my own research innovation projects. In this presentation, I will briefly discuss my background and training in the renewable energy area. Further, I will discuss my GLEAMM SPARK fund sponsored wind energy innovation projects. These include the Wake Control project that has received the NSF I-Corps invitation and the Bladeless Turbine (AeroMINE) project. Additionally, I will discuss my leadership approach that is based on the Business (or Mission) Model Canvas (BMC) construct. This description will include the BMC composition explanation and potential component considerations (hypotheses) and test methods that determine immediate and future GLEAMM activities. The BMC approach has been utilized by successful startup companies, non-profits, and government organizations. A thriving and sustainable TTU research innovation model can be determined using this approach. An explanation on how the GLEAMM mission and vision can be accomplished through the BMC approach will be provided during this presentation.

Bio: Dr. Suhas Pol is a Research Assistant Professor in the Department of Mechanical Engineering at Texas Tech University. His expertise is in the field of fluid dynamics applied to wind energy and recently to healthcare diagnostics. He is currently developing comprehensively-instrumented wind farm platforms to overcome wind energy industry challenges. He has extensive experience with fluid dynamics experimental tools and actively supervises graduate and undergraduate students to achieve their research goals. Dr. Pol also collaborates with wind energy industry partners and Sandia National Laboratory. He is a co-investigator of a wind energy start up funded project that requires cutting edge diagnostic tools implemented at TTU to validate next generation wind turbine concepts. Prior to his position at TTU he was a post-doctoral researcher at the Los Alamos National Laboratory where he was responsible for developing large-field instrumentation capable of characterization of flow physics around wind turbines and other large aerodynamic structures. In addition, Dr. Pol has also participated in the national and regional NSF I-Corp training programs familiarizing him with the product-market fit searching process.

