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It has been an amazing year and I can’t believe that 6 years ago I had this idea of bringing Innovation and Entrepreneurship together at Stony Brook University. This year, we’ve introduced two new facilities that are charting the future of learning and development through a fresh perspective. The OBS (One Button Studio) is a self service video recording studio that allows Stony Brook University students, staff and faculty to offer online classes, conduct research, and create presentations and video projects through the push of a button. The space is set up with professional quality audio and video. We envisioned the importance of a self service studio but the real implications became more obvious with the outbreak of COVID-19.

Secondly, Philip Baldwin, Professor in Theatre Arts, had an unutilized space that he wanted to collaborate on to bring Mixed Reality to the forefront of innovation. So, we partnered with him to develop MIX Studio, a combination between Virtual Reality and Augmented Reality programs to allow the campus to interactively engage with technology of the future.

WolfieTank 2019 was stellar. It showcased the brightest innovations that are being born on campus. I remember when I read the proposal of the Oyster farmer, Ed Fabian came to mind as he is also from Long Island. An alumnus and a Long Islander at heart, I knew he would be a perfect mentor for Ethan. They clicked almost immediately and were able to perfectly capture the work that Dune Fishery does as an Oyster farm for profit and the benefits for the environment. WolfieTank demonstrated how the entrepreneurship arm is linked to innovation and this year it really hit home. It was great seeing how all the presenters made such an impact on our world.

With that, I have come to realize the importance of community and teamwork once more through the given circumstances of COVID-19. It was a crisis that had people going in a variety of directions; we stepped up and achieved our goal of delivering over 5,000 face shields in record breaking time. We started on March 19th and finished on April 17th, which is unheard of, given the slow nature of 3D printing technology.

However, we were able to do the impossible because of our staff, the Stony Brook campus volunteers, and our local partners who pitched in to print, donate supplies, and offered to help in any way possible. By everyone coming together we were able to produce PPE for the University medical professionals when they had a need.

I can testify that I’d never expected to experience iCREATE in a virtual scene. Our work has always been centered around bringing students together to innovate in a physical way. When it came time to be virtual, I was both nervous and excited. I asked myself, “How could we challenge ourselves to make this transition possible?” When I assembled the team they were enthusiastic for this change and started brainstorming organically. Within minutes we were able to make this possible. We put together The Maker-series, a virtual Greenhouse coffee hour, and interactive online workshops. It was empowering to see how we are envisioning both a physical and virtual iCREATE going forward. As we all enter this new paradigm of existence, we as innovators are changing too. These new offerings will be in partnership with faculty, clubs and organizations to offer hands-on programs through multiple delivery methods that will assure our mission will continue for the campus community.

It would be remiss if we did not stop to thank the many supporters, donors, alumni, friends, members and mentors who have given their time and resources to help ensure our success. I would like to thank Charlie McMahon Interim SVPIT and CIO and Patricia Aceves, Assistant Vice President, Center for Excellence in Learning & Teaching (CELT) for their support which has been instrumental in ensuring that students and faculty can utilize our services.

I am astonished every year by the dedication and work that our student staff brings to all we do, we could never offer all our services without them. They put in exemplary effort to ensure that their fellow students succeed. I am honored by their enthusiasm and energy which makes every day a pleasure at iCREATE. Thank you all.

FROM OUR DIRECTOR
David Ecker
SOCIAL MEDIA:

- +22% increase in Instagram followers from last year
- 9,714 organic reach from our Facebook posts
- 124 website clicks from our Instagram Bio

NEW SPACES:
This year two new spaces were opened! MIX Studio, which features virtual reality equipment to create a simulated environment, and OBS, which is a self-service videography studio that faculty, staff, and students can easily use to practice presentations, rehearse for interviews, and even record online lectures. (Read more pg.5)

VIRTUAL SERVICES:
iCREATE went virtual in response to COVID-19. As part of iCREATE’s new online initiative, students have been able to participate in innovation coffee hours and workshops from the comfort and safety of their own homes. Additionally, a new series on our Youtube channel was born titled The Maker Series.

INNOVATIVEIT:
Due to COVID-19, our third annual InnovateIT has been put on pause. Our team and members maintain our excitement for the event, and we look forward to seeing everyone’s innovations and problem solving skills again in the future.
The Innovation Greenhouse was renovated this past summer. The space transitioned from a repurposed physics lab to a modern and comfortable place for students to work together and grow their ideas. We’ve added moveable seating and tables, soft seating, an abundance of charging stations and outlets, Smart TVs that can be used for group work, and plentiful whiteboard surfaces for visual collaboration and learning. In addition to the existing services of Cricut, Vinyl Cutter, and Digital Media Stations, we also have a greenscreen and digital media corner for students to update their professional portfolios and projects. Through these improvements, we’ve created an accommodating and flexible space for students to engage in collaboration and innovation.

Since the re-opening, foot traffic has increased by 8.56% as of March 13th. The hum of conversation is a constant in this new popular work space. Students frequent the Greenhouse to work on group projects and homework, edit digital media, attend workshops, engage in stimulating discussions, and build projects.
## EVENT TIMELINE

<table>
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<tr>
<th>Month</th>
<th>Events</th>
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| Sept. | OBS opens!  
Start of WolfieTank Season  
Entrepreneurial Panel |
| Oct.  | CommUniversity Day  
Greenhouse Grand Reopening  
DIY Felt Pumpkins  
Wicked Innovation Station: DIY Mummies |
| Nov.  | WolfieTank  
Bracelet Making using Textiles workshop  
Fall Innovation Station: 3D Pens and Button Making  
Sustainable Living 101 Workshop |
| Dec.  | Felt ornaments workshop |
| Feb.  | MIX opens!  
STEM Night x iCREATE collaboration  
Admitted Students Day |
| Mar.  | AIAA Manufacturing Workshop  
PPE Face-shields for SBU Hospital |
| Apr.  | Virtual Greenhouse’s Innovation Coffee Hour  
Knitting for Beginners Workshop  
Sewing and Embroidering Workshop  
Crocheting Workshop  
DIY No-Sew Face Masks Workshop |
| May   | Fusion360 Workshop  
TinkerCAD Workshop with 3Datrics |
The Innovation Lab is where ideas are brought to life. The variety of tools and machinery range from paints and hand tools to sewing machines and 3D printers.

The newly renovated Greenhouse embodies collaboration. With movable furniture and group seating, teamwork comes organically here.

The Toolbox is where students can build their ideas. The Toolbox houses exciting tools ranging from drills with varying drill bits, two heavy duty laser cutters and the CNC Carvey.

Resulting from the collaborative efforts of three different departments, HICS is a well-populated study spot with plenty of natural light. A key feature of HICS is that it is open 24 hours.

One of the newest additions to iCREATE is OBS, a self service recording studio! Opened for faculty, staff and students, OBS allows the campus community to record online lectures, practice presentations, and even rehearse for interviews at the push of a button.

The latest addition to iCREATE is MIX (Multimedia Interactive Exploration) Studio. Collaborating with the Theatre department, students are able to experience virtual reality through various channels such as art and games. Open to all SBU students!
OVERVIEW:
A spin-off to the popular TV Show SharkTank, WolfieTank gives Stony Brook students the unique opportunity of pitching their business ideas to a panel of esteemed judges for a chance to win a grand prize of $2,500. Students who enter and are selected to compete are paired up with mentors beforehand to prepare their business plans, the chance to network, and even receive career advice. Once students have pitched their ideas on stage, the judges engage in providing feedback thus allowing students to further polish their business plans. At the end of it all, students, judges, and the audience are offered the chance to network.

JUDGES:

DEREK PETERSON
CEO/Founder of Soter Technologies

BOB WILLIAMS
President of IVMatters Inc.

DIPITA CHAKRABORTY
Client Partner at Fractal Analytics Inc.

WINNERS:

FIRST PLACE: Apto
Vincent DeStefano, Yosman Dhar, Nicole Hershkowitz, Sishir Pasumarthy, and Alonzo Tabada
They created a surgical retractor adaptor tool named Apto which is a surgical retractor adapter designed to minimize damage done to tissue during surgical procedures.

SECOND PLACE: Dune Fishery
Ethan Doutney
He has created an oyster-farming system. He also has been featured in Stony Brook University Magazine. Check out the article here: https://www.stonybrook.edu/magazine/2020-spring/student-and-alumni-entrepreneurs

ENTREPRENEUR AWARD: Hacker Matcher
Jenny Xu
Hacker Matcher seeks to match groups in hackathon events. Individuals from this event with similar ideas are sorted into groups.
VENTURE STORIES

Previous participants of WolfieTank, where are they now?

AFRICAN GROW N’ GLOW
Yark Beyan
It is a natural, chemical-free hair and skin care line created to address deficiencies in the beauty industry. They won 1st at the 2018 WolfieTank.

FIVE NORTH CHOCOLATE
Ben Conard
It is a fair trade chocolate company that has been mentioned in multiple information sources like Forbes and Cause Artist.

OUTLAND ANALYTICS
Elliot Richards & Edward Buckler
It is dedicated to providing technical solutions to the worldwide illegal logging. In 2017 they pitched their idea at WolfieTank.

LI-KICK
Sal Farrugia
It is a co-ed social sports community for adults of Long Island. It won 2nd in the Social Entrepreneurism contest and has been featured in Newsday and the local papers.

GREEN PILLOW
Chang Hyeon Lee & Jong Jeon
Green Pillow’s goal is to provide sound sleep to refugees, the homeless, and people living in poverty by supplying pillows filled with used straws through upcycling.

SOLAR CLEAR
Shris Patel
It has created technology that uses electric fields to sweep dust from solar panels has promise as a new self-cleaning solar panel system designed to enhance energy efficiency and reduce costs.

FIRST WOLFIETANK WINNER: Mosquitoes Be Gone LLC
Ruchi Shah
Ruchi Shah is the founder of Mosquitoes Be Gone LLC, a natural mosquito repellent company, and was the winner of the very first WolfieTank. Winning first place in WolfieTank allowed Ruchi to officially launch her business, which has also distributed subsidized mosquito repellent to communities in Madagascar. On top of this global impact, Ruchi, partnered with her sister Nidhi, has created an internship program through their company that has graduated more than 40 women from Stony Brook University.

Check out the most recent article about her: https://news.stonybrook.edu/student-spotlight/stony-brook-sisters-use-grl-pwr-to-fight-disease/
iCREATE has collaborated with many clubs, classes, and other groups this past year! These are some of the collaborations we have done this year!

- ESM 212
- CSE/ISE 301
- RC Flying Club
- Himalayan Club
- BME 303
- 3Diatrics
- PHI 113
- THR 216
- MKT 580
- MEC 101
- ARS 328
- Sierra Club
- ITS Undergraduate College
- BME 303
- AIAA
- ASME
- Undergraduate College
Matthew Roberson

Matthew Robertson is a junior studying anthropology, with a specialization in field methods. For a project in the course, ANT 417: Primitive Technologies taught by Professor John Shea, Matthew decided to make a conch shell horn to better understand how humans signaled to one another across long distances without means of modern communication devices. Matthew purchased a conch shell but needed help removing the end to be able to blow into it. With the help of the iCREATE staff and the tools available in the Innovation Toolbox, Matthew was able to successfully create his conch shell horn, and received an A on his project. To Matthew, “Innovation means solving problems. You can solve the same problem in an infinite number of ways -- that’s why cultures vary so much. iCREATE gives you the tools to solve problems.”

Robyn Duncan

Robyn Duncan is a senior English major who has used iCREATE for different projects. The first is her thesis, through which Robyn wanted to examine how narration implicitly causes fallacies in storytelling by making a pseudo-documentary about her own life. She used the Surface Studio computer in the Greenhouse to edit her film because of its large memory capacity and Adobe suite editing software. Secondly, Robyn spearheaded a delegation from Stony Brook to attend the Global Climate Strike that took place in New York City. Because of her initial exposure to iCREATE through her thesis, Robyn was able to organize for students going to the strike to participate in an “Art Build” in which they collectively created posters, t-shirts, and buttons using stencils made on the Cricut and fabric paints from the Innovation Lab. “Beyond the climate strike, students realized that iCREATE existed and found a place where they can be creative,” says Robyn. “iCREATE gives students a chance to get out of the academia of everyday life and create something.”

LeAnne Sakowicz

LeAnne Sakowicz is a senior studying mechanical engineering and is also a student athlete on the Stony Brook women’s volleyball team. In volleyball, there is an antenna attached to each side of the net to mark the out of bounds territory. In order to improve upon a blocking drill, LeAnne’s coach wanted to create an antenna adjuster. LeAnne drafted the design for the antenna adjuster, measured the existing antenna, and rendered the design on CAD software. She then printed out the prototypes on iCREATE’s 3D print queue. The pieces worked perfectly and their use in the blocking drill was a success. To LeAnne, “Innovation means using one’s creativity and background knowledge to create, design, and/or build solutions for current issues at hand.”
Work at iCREATE has continued despite the facilities being closed to the public due to the COVID-19 pandemic. Staff and volunteers have come together to create and distribute desperately needed protective gear by healthcare workers.

The production of the PPE has been seven days a week, with the help of both staff and volunteers, since Spring Break to maximize its impact on helping the community. The response has been phenomenal. Individuals - some as far as Utah - have reached out to donate their own 3D printers to the cause, download the 3D print file to help their own neighborhoods, and share their support of iCREATE’s efforts.

Face shields are a type of personal protective equipment (PPE) that protect healthcare professionals from contact with viral particles transmitted from patients. The shields are worn over masks to protect a provider’s eyes, nose and mouth from potentially infectious aerosol droplets produced by patients. Because COVID-19 can spread not just through breathing in the particles, but through infected air reaching the eyes, face shields are important in enhancing the safety and health of professionals dealing with patients. Additionally, they protect N95 masks from exposure as they are being reused in some circumstances. After accomplishing the goal of creating and delivering 5,000 face shields, iCREATE started the new operation of creating ear savers. Ear savers are pieces used to hold the elastic of face masks to prevent discomfort and blisters on the head and ears from prolonged exposure and rubbing. Ear savers are not a form of PPE, but are essential to the comfort of healthcare workers.

In these trying times iCREATE has been making a difference, and these efforts have been noticed. The endeavours of iCREATE have been covered by multiple news outlets including WLIW21 New York, News12 Long Island, Newsday, Le Monde, NPR, and NBC New York.
iCREATE employees sent home from the University have been working remotely to organize, publicize, and encourage iCREATE’s efforts. “iCREATE has always been the home of innovators and people looking to make a difference, and we’ve seen that now more than ever. Our staff has worked so hard to produce these face shields, and I’m honored to be able to assist that effort. Although I obviously wish the circumstances were different, I think that the work I have been able to help with remotely is that which I’m most proud of.” Says Phoebe Fornof, Graduate Manager at iCREATE. The undertakings of iCREATE have brought everyone together, despite the distance.

To date, iCREATE has made and delivered 5,000 face shields to Stony Brook Hospital.

“It’s been a humbling experience,” said David Ecker, director of iCREATE. “I am not a medical professional and have no medical training, but being able to make these face shields feels good. We’re able to contribute to the larger effort of fighting COVID-19. From speaking to the team, I know that we all feel that by us each doing our part, we can work together to meet the challenge before us.”

Check out some the articles here:

- Stony Brook News: https://news.stonybrook.edu/sb_medicine/stony-brook-ingenui-ty-takes-on-coronavirus/
Senior Design Projects have been a major reason for students to come to iCREATE. As the number of student visits have increased, Juniors and Sophomores have begun to hold a larger share of the students visiting our spaces. This is partially due to the earlier age that high school students become involved in project and idea creation, that iCREATE is able to offer that space for them to continue those ideas throughout college.

*All data collected for Spring 2020 is until March 13th due to COVID19.*
**THANK YOU**

### WOLFIE TANK MENTORS:
- Chris Craddock
- Edward Fabian
- George Likourezos
- James Keane
- John Sellitto
- Karen O’Connor
- Michael Nizich

### WOLFIE TANK JUDGES:
- Bob Williams
- Derek Peterson
- Dipita Chakraborty

### INNOVATE IT DONORS:
- Softheon
- Island Federal Credit Union
- Balsamiq
- Meltology
- iRobot
- Sticker Mule
- O’Sole Mio
- Blink Fitness
- Starbucks
- Maureen’s Kitchen
- Applebee’s
- Island Soul

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- Anurag Purwar
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- Joan Dickinson
- John Berwick
- John Torres
- Joseph Barry
- Joseph Lodato
- Judith Greiman
- Kathryn Larsen
- Kelly Dowling
- Lily Cushenbery
- Linda Kloskowski
- Lori Scarlatos
- Lyle Gomes
- Manuel London
- Marie McCallion
- Martin Tessler
- Mary Kethman
- Matt Stadler
- Mauro Nicoletto
- Michael Bernstein
- Michael Kelly
- Michael Mooney
- Michael Ospitale
- Monica Bugallo
- Nakiya Findley
- Nassau Community College
- Owen Evans
- Pam Michaels
- Pan Yamniyom
- Patricia Aceves
- Patrick Tona
- Paula Norte
- Peter Donnelly
- Philip Baldwin
- Philosophy Department
- Raymond Casiano
- RC Flying Club
- Rich Holiday
- Richard Chan
- Rick Gatteau
- Riverhead Central School District
- Robert Crease
- Robert Kukta
- Rosemarie Alessi
- Sherry Lever
- Stefan Judex
- Steven Weismann
- Suffolk County Libraries
- Surita Bhatia
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