It’s been a year of growth in iCREATE. We have opened an exciting new facility, held new events, and had new partners that have helped us develop new growth at Stony Brook. Growth comes in many forms - We believe in the “OK to Fail” mindset, but my definition is a place where mistakes can occur but they are learning opportunities for creative solutions. I believe in the process that failure is part of life, but failure helps us lead to great success. The best part of learning is having something go wrong but knowing that there is a community that will support you to succeed. We have developed a community at iCREATE where the staff is there to assist every member in the facilities and at the events.

If I could think of one word to sum up the team that supports the area, it would be determination. The staff is driven to make the most of their time here either by helping others, developing ideas, supporting members or breaking down the boundaries.

Our focus of listening to members, students and stakeholders is the backbone of our organization, and we have discovered that this is a place for them to experiment not only outside of the classroom but within. Numerous faculty this year have had their students do projects in our facilities. One of our star partners is Robert Crease from Philosophy. He had his students build a technology project that was a Rube Goldberg type, but all projects had to connect together for a marble to start at the beginning and end at the last project. It was amazing to see; Robert is taking Philosophy of technology to a new level with active learning. As we move toward the future growth I am excited to see more classes utilize the expertise in iCREATE to enhance their teaching practices.

The InnovateIT event this year led to a touching moment with participant Kelvin Rodriguez. Kelvin came to me and told us that InnovateIT made a difference in his life, and I hope that we can continue to make a difference in many people’s lives. To read more about Kelvin’s story check out his article in SBU Happenings. QR codes in this report to give extra details

iCREATE is the place where Innovation occurs and students can go beyond all their expectations. Either through using the technology, meeting someone new, learning a new skill, or just interacting with a staff member. We have developed success stories to highlight the great projects and ideas members. They have stories to tell, and we hope that knowing their story will help you to find your story.

I would like to thank CELT and Division of Information Technology. As a member of CELT and the division, it gives me great pride and admiration to be part of an organization that looks at iCREATE as such an integral part of the Stony Brook experience. Finally, I would like to thank the dedicated and driven student staff for their hard work. I am honored by their enthusiasm and energy which makes everyday a pleasure at iCREATE.
Hello and welcome to iCREATE! This past year iCREATE’s main focus was on building a community. Our members and partners are so important to us, and they’re the reason we do what we do. This year we wanted to give back to them by creating and fostering a welcoming community to support all of Stony Brook’s thinkers, creators, and innovators.

Our first step in building this community was to create a collaborative space for students to study, relax, discuss ideas, work in groups, and brainstorm ideas. This space became the Greenhouse. With its grand opening in October, 2017, the Greenhouse quickly became the go to space for many of our members. The Greenhouse features a vinyl cutter, projector, coffee station, green screen, smart TVs, and whiteboards on almost every surface. These whiteboards are the Greenhouse’s main attraction. They’re perfect for studying, brainstorming, or just doodling!

In November, iCREATE held its third annual WolfieTank. This “SharkTank” inspired pitch competition is an event that allows Stony Brook entrepreneurs the opportunity to develop their ideas, gain experience presenting their projects to a panel of esteemed judges, and network with a host of Stony Brook students, staff, and alumni.

As iCREATE stays active in the campus community, our members also stay involved in iCREATE activities through periodic newsletters sent to their emails. Students and partners alike can also stay up to date on the happenings of iCREATE by following our social media (Facebook, Instagram, Snapchat, and Twitter). If you stop by Frey Hall, you might also see more of iCREATE! We have been featured on various screens in Frey, and we also put up a sandwich board for students to learn more upcoming events in our spaces. These events have also been promoted by lawn signs around campus. This year iCREATE also redesigned the Harriman Hall lobby. We believed that this space had a lot of potential, and we wanted to create a space for students to relax and study, and we also wanted to highlight iCREATE, College of Business, and the Philosophy department. We added a mural, several screen displays, and an inspiring poster to help transform the lobby into a welcoming space for students and staff.

We have been thrilled with the progress we have seen this year within our spaces and outside into the Stony Brook community. The iCREATE staff works hard to provide a safe learning space for all students, regardless of their educational backgrounds. As we keep working to grow as an organization, iCREATE hopes to continue to be a home for the entrepreneurs and creators of Stony Brook University. Stay tuned into the creativity in our spaces through our various social media accounts.
**INNOVATION LAB**

**Harriman Hall Room 210**

**CREATE: Build and Create Your Ideas**

The Innovation Lab is known as the creation space, offering various tools and machinery for members to bring their ideas to life. With the self-service Up Mini printers being the most popular feature, the space also offers training services on other machinery like the Epilog Laser Mini and CNC Carvey machine that are available for use for members after training by reservation. Additionally, the Lab offers services like Sewing, Embroidery, and Silkscreen Printing.

**GREENHOUSE**

**Harriman Hall Room 206**

**Think: Develop and Brainstorm Your Ideas**

Known as a collaborative space, the Greenhouse encourages group work and the discussion of new ideas. The majority of the tables in the space have whiteboard surfaces to inspire students to write down ideas during brainstorming sessions and encourage group work. The spaces also houses two Apple TV’s and a Cameo Vinyl Cutter. The newest addition, the Digital Media Center which includes the Microsoft Surface Studio, provides the tools necessary for media projects.

**DESIGN STUDIO**

**Engineering Building Room 222**

**Innovate: Make Your Ideas Come Alive, Digitally**

Known as the visualization space, the Design Studio allows students to present their ideas in innovative ways. The space provides seating for collaborative working, as well as a wall of televisions in order to practice and perfect presentations. The HTC Vive is one of the main features, a first-of-its-kind virtual reality system. The Vive allows members to be immersed in a self made or pre-existing virtual reality, providing a unique learning experience.

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**SPACES AND EVENTS**

**SEPTEMBER 23, 2017**

CommUniversity Day

**OCTOBER 8, 2017**

Greenhouse Grand Opening

**OCTOBER 31, 2017**

Halloween East Side Pop Up Shop

**NOVEMBER 7, 2017**

WolfieTank
INNOVATION LAB
DESIGN STUDIO
Harriman Hall room 210
Harriman Hall room 206
Engineering Building room 222

FEBRUARY 5-9,
2018
FEBRUARY 7,
2018
MARCH 2-3,
2018
APRIL 26,
2018

Innovation Week:
RA Pop Up

Innovation Lab
Birthday

InnovateIT

Bring Your Child
to Work Week
at the HSC
SHOWCASE EVENTS

WOLFIE TANK

Wolfie Tank is a pitch competition similar to the NBC hit show Shark Tank. It is iCREATE’s annual showcase event in the Fall semester and simulates a business environment where budding entrepreneurs can have a platform to present their idea and receive critical feedback from professionals in the industry. Wolfie Tank featured four judges: Derek Peterson, James Keane, Youn Jung Chung, and Jonathan Bernard. It also incorporated multiple raffles and was a great space for students, staff, and other innovators to network, communicate, and collaborate.

FIVE NORTH CHOCOLATE:
Benjamin Conard
Benjamin packages his own dark chocolate at his company, Five North Chocolate, because he thinks farmers get lost in the supply chain and does not profit as much as everyone else in the industry. He is working hard to make fair trade dark chocolate more widely accessible in today’s market, to protect the future of the cocoa industry.

OUTLAND ANALYTICS:
Edward Buckler & Elliot Richards
Outland Analytics is developing a sensor detection system to monitor land for illegal vehicle use and timber theft. This product will monitor large areas of land for illegal vehicle use and timber theft, providing immediate notifications, thus allowing law enforcement and or security forces to respond instantly.

BLOOD PRESSURE CUFF:
Magdalene Fogarasi, Adiba Chowdhury, Amy Young, Meaghan Cellio, Sanjay Jonnavithula
This group formed in order to promote a more non invasive method for assessing systolic and diastolic blood pressure. They invented a novel blood pressure cuff that is fully integratable with current pressure measurement technology (both digital and manual). This would remove the need for Velcro components and is truly a one size fits all model.
InnovateIT 2018, a first-of-its-kind, on-campus, multidisciplinary event on March 2nd, brought together over 100 students, mentors, and volunteers at the iCREATE facilities to offer solutions to resolve a major global conflict. Participants working in teams developed ideas from creating inventive ways to help with food pantries, recycling food products, prosthetics for children in need, food disposal, and much more.

The concept behind InnovateIT was to overcome the barrier of entry provided by traditional hackathons, and focus on offering interdisciplinary innovation across the campus so that all can participate and collaborate, regardless of their major.

InnovateIT’s impact was felt by many through its staff and its mission to its participants. Concluding the first InnovateIT, there were winning teams that participated in various judging categories. The winners were:

**MOST INTERDISCIPLINARY HACK:**
Mei Jia Lin, James Li, Helen Wong, Jeffrey Zou

SB Eatsbot is a Facebook messenger bot that allows you to list the foods in the dining halls. This project offers students looking for various food options available to them from anywhere, eliminating the need to be physically present to decide between food offerings of the day. Users can message the bot asking what foods are available on a certain day in the dining hall.

**FIRST TIME HACKERS:**
Nicholas Chen, Richelle Chen, Alexander Chin, Ralph Huang, Jiawei Zheng

SBreUsable is an Android application that reduces waste by finding new owners for items. Students regularly discard functional non-perishable items, creating tons of waste. With SBreUsable users can log in to the application or sign-in as a guest and view items that other users are offering. Users can message each other and meet up to exchange items. The goal is to minimize wasteful habits of discarding perfectly usable items.

**SUSTAINABLE/RESOURCEFUL HACK:**
Jecenia Carcamo, Angel Lee, Cynthia Lee, Kmely Wang

To be Trash or Not to be Trash created an Arduino-based substance detecting trash bin. The device receives waste at the top hole, then the substance is stopped by a tilted platform, then a sensor detects if there is a substance there. Probes detect the resistance of the object in order to tell if the object is a food item or a non-food item. If it is a food item, the left gate will open and the food will fall down into its section. If it is a non-food item, the right gate will open and the object will be released into its compartment of the trash bin.
iCREATE is a cool thing. It’s hard to explain what iCREATE is because it’s not just about the spaces or about the innovation, it’s about realizing your potential as an innovator and as a college student. You don’t have to be a specific major to come and utilize the technology and instead can come to learn just for the sake of learning, which is something I think is lost a lot in education now. Most people learn something for the grade. But at iCREATE, you utilize the technology and learn to think outside of the box because you want to not because have to. I think that is what makes it so special and unique.

- REBECCA OESTREICHER
SOCIAL MEDIA COORDINATOR

“I’ve definitely learned a lot from working for iCREATE. Managing teams was something I really didn’t have experience with before working for iCREATE. Coming up with projects, managing them, and following through is definitely something I’ve learned during my time here. Also just being able to work with newer manufacturing methods like 3D printing. I FEEL LIKE I’VE GROWN AS A SELF-STARTER AND BECOME MORE AMBITIOUS WITH PROJECTS.

I’m not anxious anymore to work with new technology and to follow through and work things out. iCREATE has helped me grow as a person as well as an engineer.”

- KELSEY PRICE
CREATION TEAM CO-LEAD
iCREATE CONSULTANTS

“It’s a space where students can come and work on whatever they want and use whatever they want in the lab. It’s nice to have a place with such resources that you can’t afford otherwise or just don’t know about.

YOU WOULDN’T KNOW WHAT’S AVAILABLE UNTIL YOU COME HERE.

- HOLY CHEONG
iCREATE CONSULTANT

“IT’S A PLACE WHERE I CAN MAKE MISTAKES AND NOT GET IN TROUBLE.”

- AHSANUL TORZA
CREATION TEAM CO-LEAD
iCREATE CONSULTANT

“It creates an environment that promotes everyone to freely experiment and prototype projects.”

- LAWRENCE YIP
iCREATE CONSULTANT

What do the people at iCREATE have to say?
EVERETT YANG
CLASS OF 2021, COMPUTER SCIENCE

Everett Yang is a freshman studying computer science. They want to pursue a career in video game design -- blending art and technology. Everett visited the Museum of the Moving Image, specifically its permanent installation dedicated to famous puppeteer and Muppets-creator Jim Henson. The museum works to foster an understanding and appreciation of the melding of technology and media. Everett was so greatly inspired by this they decided to utilize iCREATE’s Innovation Lab to make a puppet of their very own. Everett wants to do more adult-g geared comedy with their puppet, starting off with small-scale projects like creating lip-syncing videos or sketches from The Muppets, using the multimedia tools offered in the Innovation Greenhouse.

BRIAN YANG
CLASS OF 2018, BIOLOGY/ECONOMICS

Brian Yang is a senior with a double major in Biology and Economics and a minor in Chemistry. If that’s not enough, Brian also has recently taken up additional innovation projects -- the biggest of which is building his own 3D printer. Brian received a commercial 3D printer as a gift, and began to learn more about 3D printers and the technology behind them. He designed all of the 3D printed parts of the robot himself using Autodesk Inventor and went to the Innovation Lab to physically print, as well as utilize other tools such as soldering irons, screwdrivers, pliers, and general help from the Innovation Consultants. Brian wanted to make his printer different than others already out there. His printer is a parallel robot instead of the typical serial robots on the market. Brian hopes to work in the future as a doctor rather than an engineer, though he recognizes that the fields are merging. The world of technology is growing and expanding and Brian feels that, “Because of my work with 3D printing and iCREATE, I feel more prepared to deal with medicine in the 21st century.”
On Facebook, our highest viewed post reached 23,000 people and it was the WolfieTank Flyer.

As of May 4th, iCREATE Facebook Page has 735 likes and 740 followers.

As of May 4th, iCREATE Instagram Page has 497 followers and 145 posts.

On Instagram, our highest reach post reached 285 people and it was one of our Student Staff Members winning the Student Employee of the Year Distinction of Excellence Award.

As of May 3rd, iCREATE has total of 1410 members.

iCREATE has given out 94 skill badges!
iCREATE
IS PROUD TO BE A MEMBER OF
Center for Excellence in Learning and Technology
Working together to provide superior learning at Stony Brook
Celt.stonybrook.edu
Think. Create. Innovate.