



ROBERT  
HOWARD  
NEXT  
STEP  
AWARD

CALL  
FOR  
ENTRIES

MEDICAL  
TECHNOLOGY  
INNOVATION

# INTERESTED IN A LEADING GLOBAL DESIGN FIRM HELPING YOU WITH YOUR FIRST PROTOTYPE?

## APPLICATIONS

1. Awards are open to any Stanford student, post-doc, visiting student researcher, faculty member, or teams including the above.
2. Only one entry per individual or team.
3. Applications will be accepted until May 8, 2019.
4. Finalists will present their submission to a panel of Stanford faculty and McKinsey Design representatives, who will select awardees.
5. Entries must be submitted through the online application form:  
<https://mck.co/2v9Pb4m>
6. Awardees will be notified via email no later than May 24, 2019.
7. Awardees must accept the award by June 2, 2019.

## AWARD

1. Awardees will receive design & engineering consultation from McKinsey Design within 1 year of receiving the award. This consists of 2 design process and/or regulatory advising sessions with McKinsey Design's Health + Medical team, along with 1 focused week-long design sprint, including assistance with branding, identity, industrial design, detail engineering, and design for manufacturing.
2. Awardees must ensure that novel intellectual property to be developed is protected prior to working with McKinsey Design. They will waive rights to intellectual property created during this period.
3. Awardees' names will be featured on award websites and plaques displayed at Stanford Biodesign and at McKinsey Design San Francisco.
4. Awardees will receive an award certificate. Awardees (an awardee team member) must be present at the Stanford Biodesign graduation ceremony (scheduled for June 10) to accept the award.

## ABOUT ROBERT

Robert Howard (1962–2011) served as Vice President of Engineering at LUNAR (now McKinsey Design) for 15 years. He was a Stanford Alumnus (MSME '86) and served as a lecturer in the Department of Product Design. Robert loved helping people, teaching, tinkering, making the impossible possible, designing healthcare products, and being involved in the Stanford community — in particular the Biodesign program. We honor Robert by giving time to Stanford Biodesign in his memory.

## ABOUT McKinsey Design

McKinsey Design helps clients drive growth by delivering breakthrough products, services, customer experiences, and design-led innovation. We take a unique, multidisciplinary approach bringing more than 350 designers from award-winning design studios — like LUNAR, Veryday, and McKinsey Digital Labs — together with McKinsey's deep industry insights and expertise. This combination of analytical rigor and breakthrough creativity helps clients across private, public, and social sectors innovate at scale and speed.