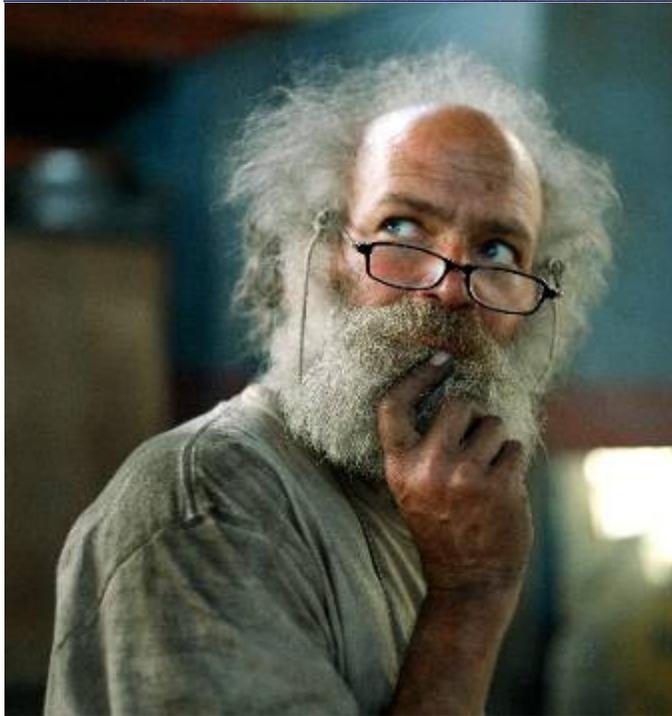




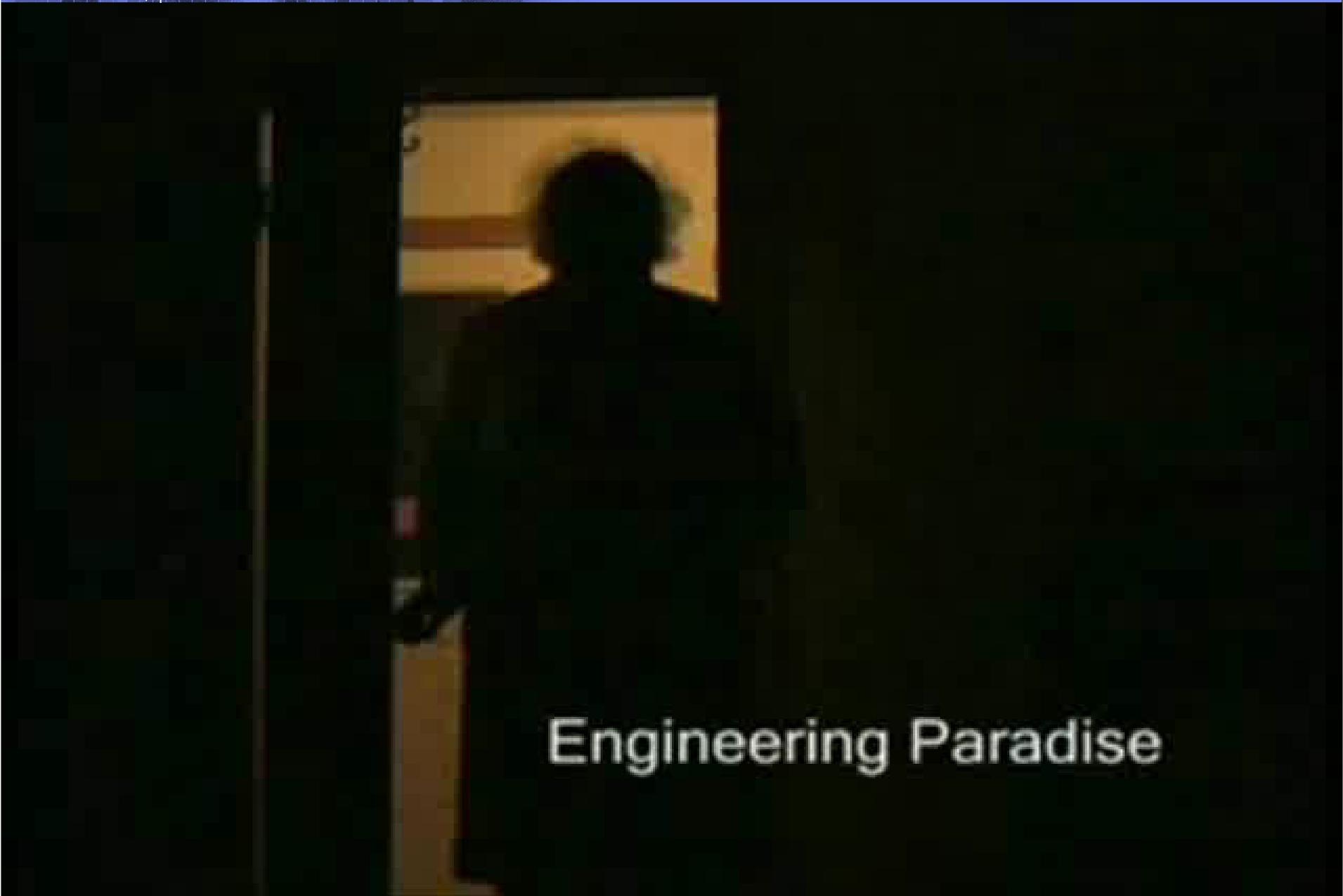
IBM Systems and Technology Group



## Lessons from The Colony

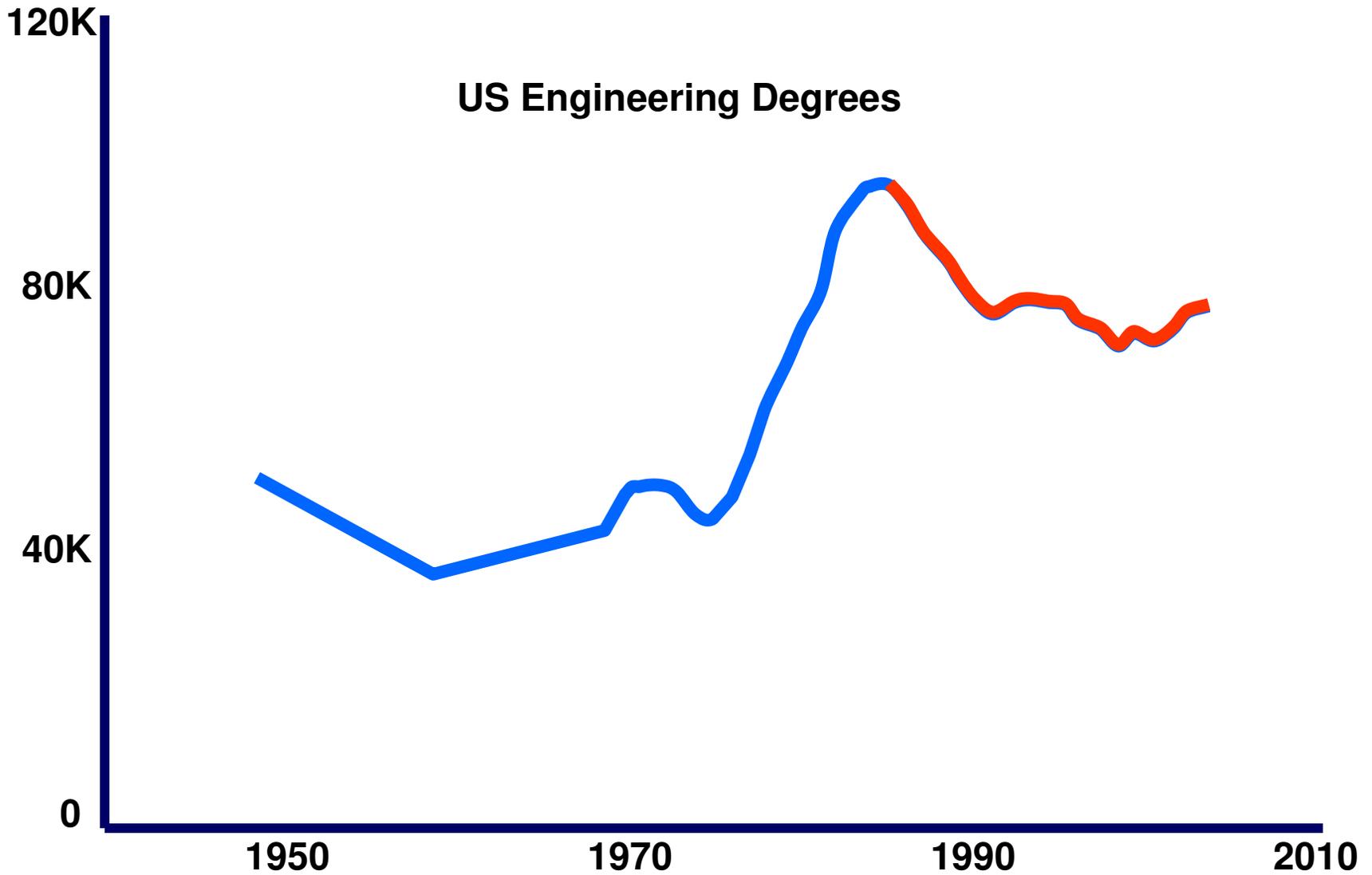
(or.. Why you should always carry a sheet of plastic)

John Cohn Ph.D.  
IBM Fellow  
IBM Systems and Technology Group  
[johncohn@us.ibm.com](mailto:johncohn@us.ibm.com)



# Engineering Paradise

# Did you know ?



80%

of kids worldwide would  
**not** consider a technical  
career

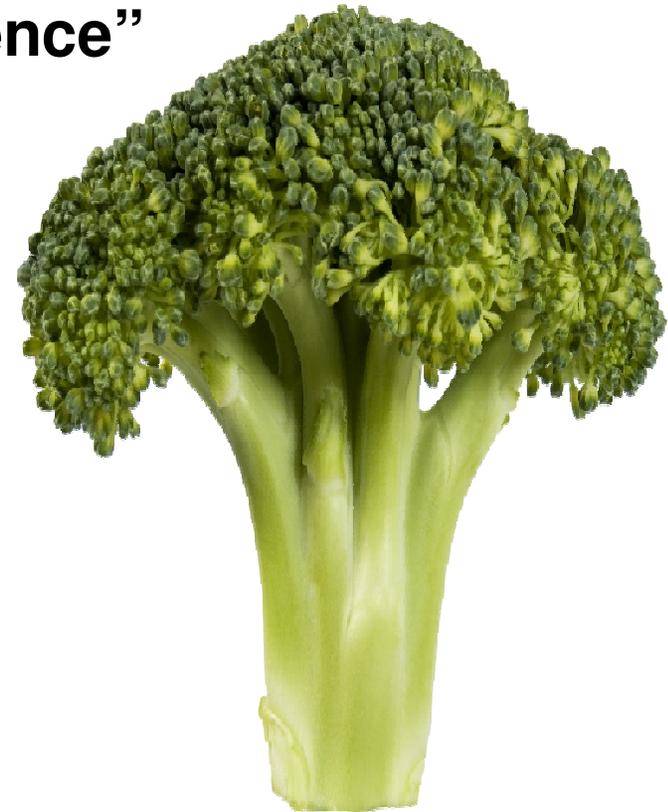


# Public Perception of Engineering

<u>Attributes</u>	<u>Engineers</u>	<u>Scientists</u>
Creates economic growth	69%	25%
Would make a strong leader	56%	32%
Cares about the community	37%	51%
Sensitive to societal concerns	28%	61%
Improves the quality of life	22%	77%
Protects the environment	17%	71%
Saves lives	14%	82%

## What they hear:

1. “Engineering is hard”
2. “Must be good at math and science”
3. “It’s not for everyone”



## What they *don't* hear:

1. Creativity

2. Collaboration

3. Value to society



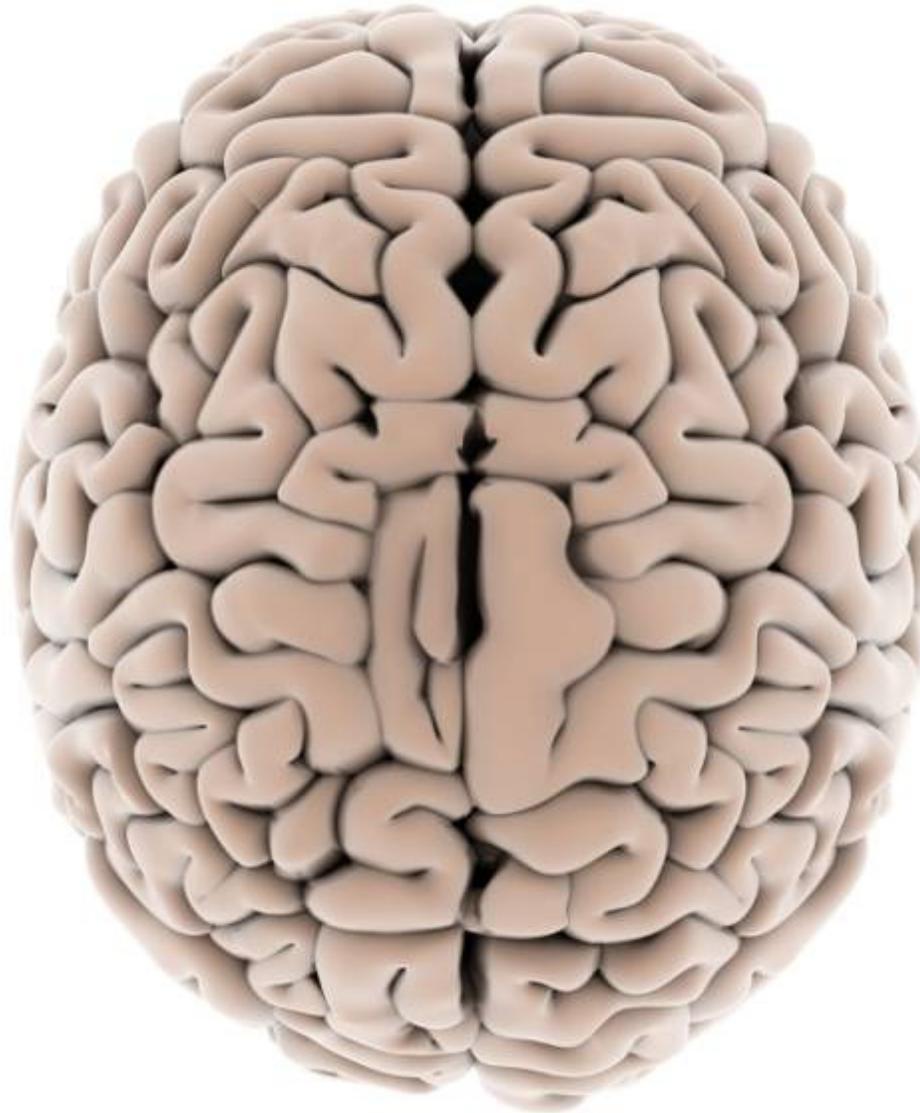
# Left Brain | Right Brain

**Logic**

**Analysis**

**Detail**

**Facts**



**Creativity**

**Compassion**

**Imagination**

**Passion**

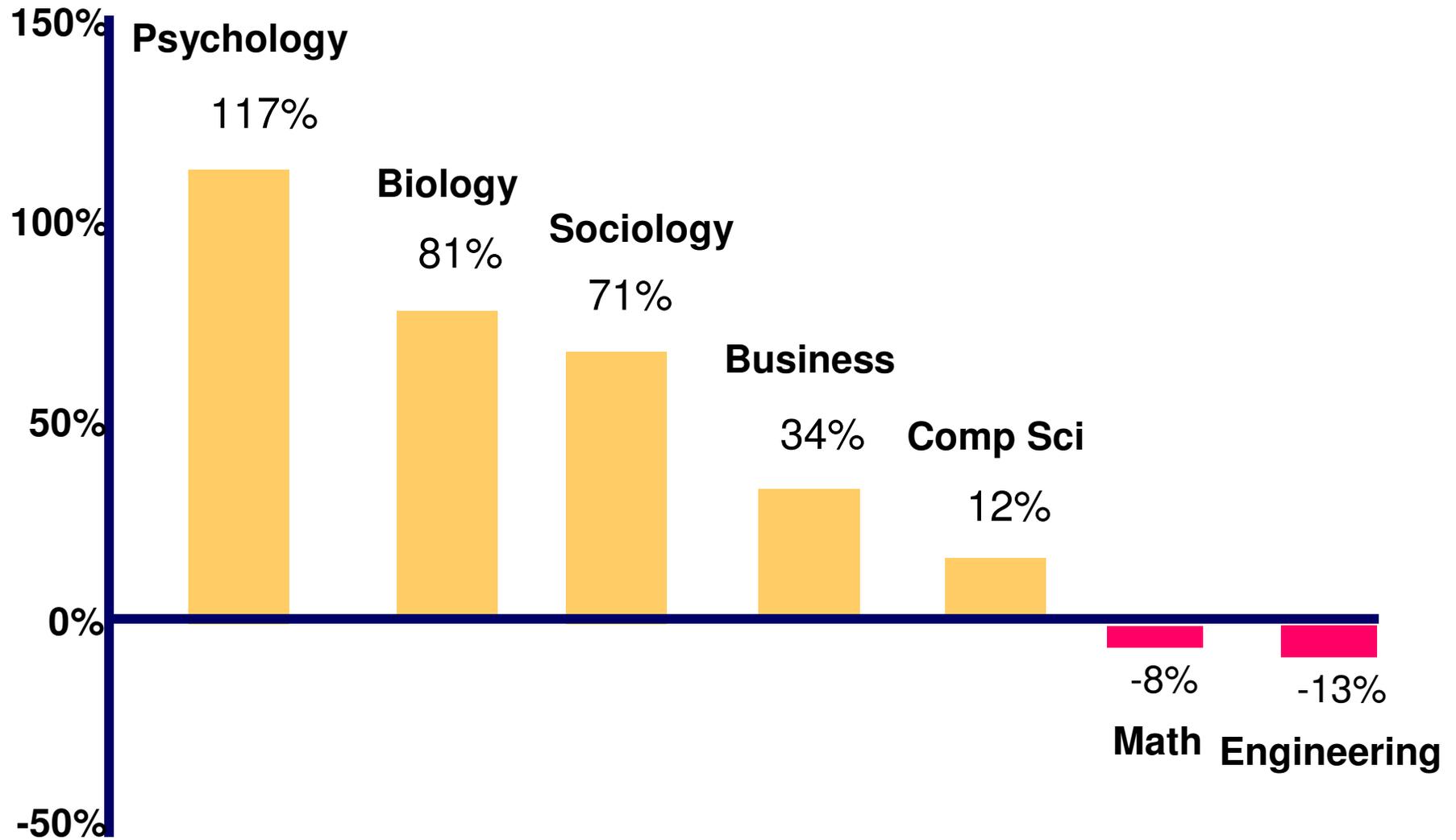
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# 85%

of kids worldwide  
want work that is  
**meaningful** and  
**important**



# Change in US Degree Choices 1985-2005



79%

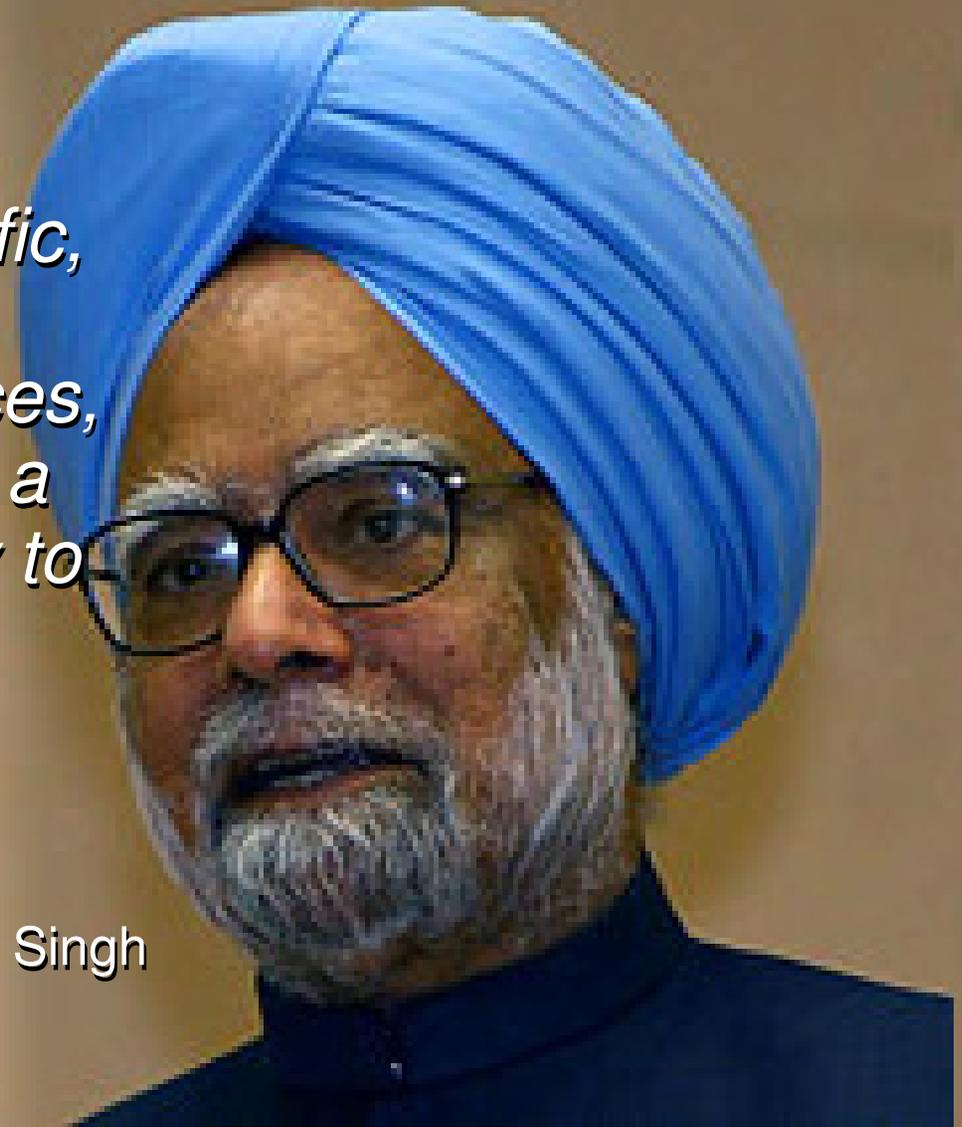
of kids worldwide  
believe that we  
must address  
environmental and  
energy issues



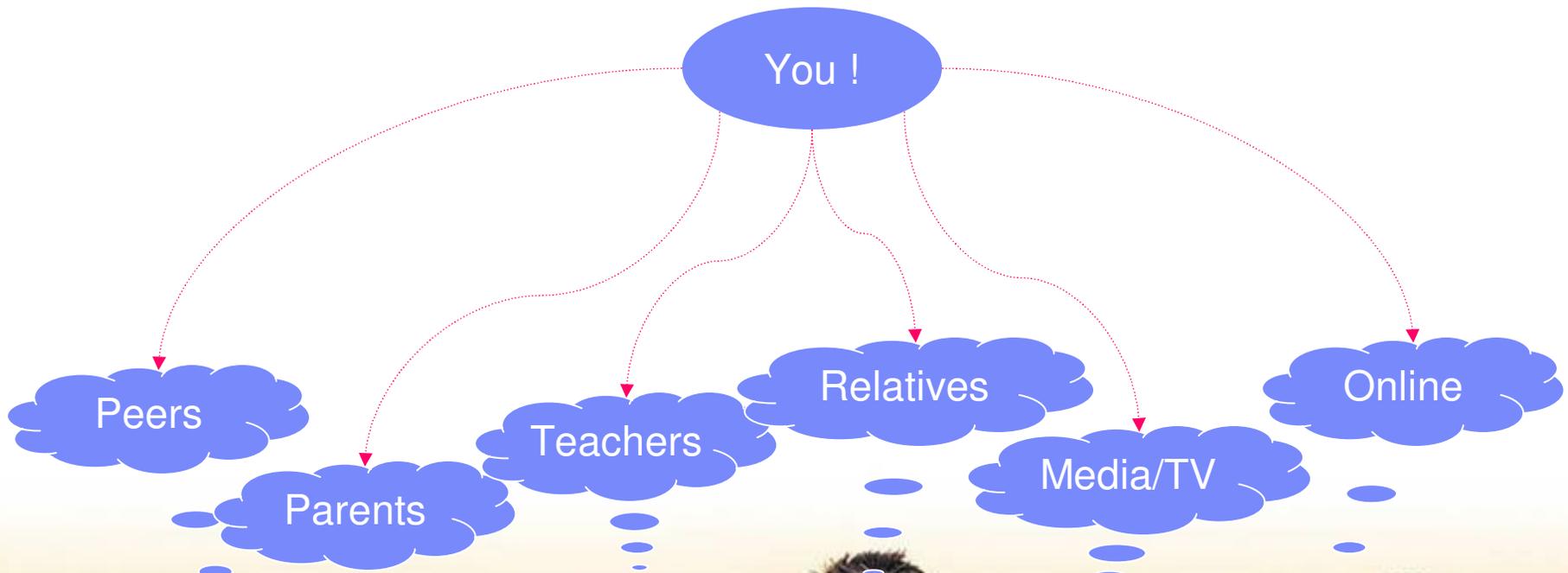
*“We will pool all our scientific, technical and managerial talents, with financial sources, to develop solar energy as a source of abundant energy to power our economy and to transform the lives of our people”*

•

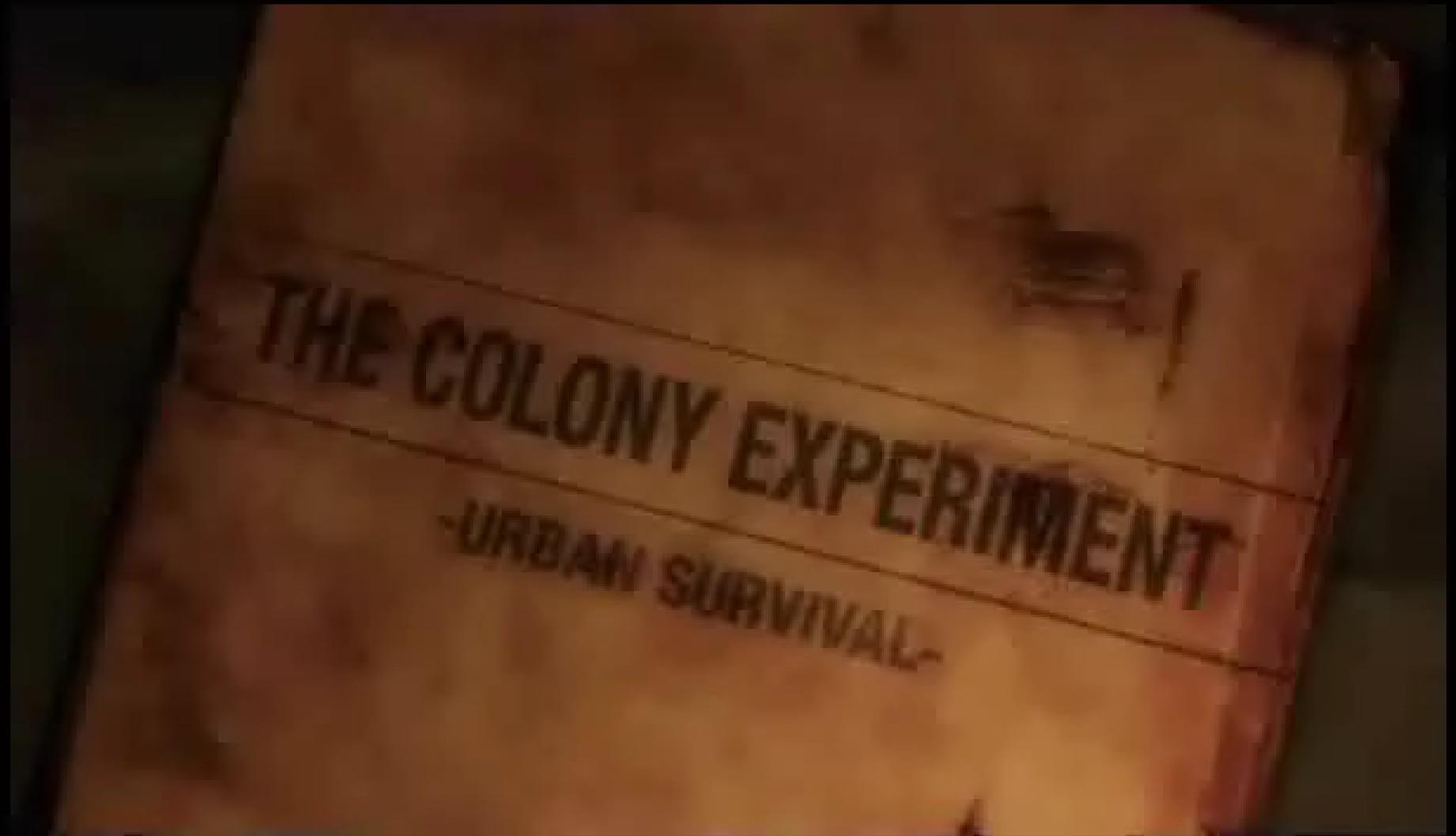
Indian Prime Minister Manmohan Singh



# How do you fit-in ?



So.. What did I do about it ?

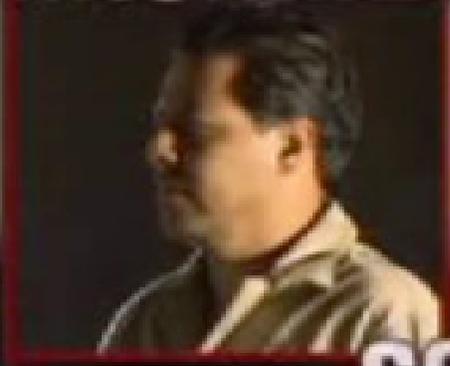


# The Colonists



# The Colonists

**MACHINES**



**HANDYMAN**



**CONSTRUCTION**

# The Colonists

**MARTIAL ARTS**



**DOCTOR**



**TRAUMA NURSE**



# The Experts

**ENGINEERING**

**PSYCHOLOGY**

**SECURITY**



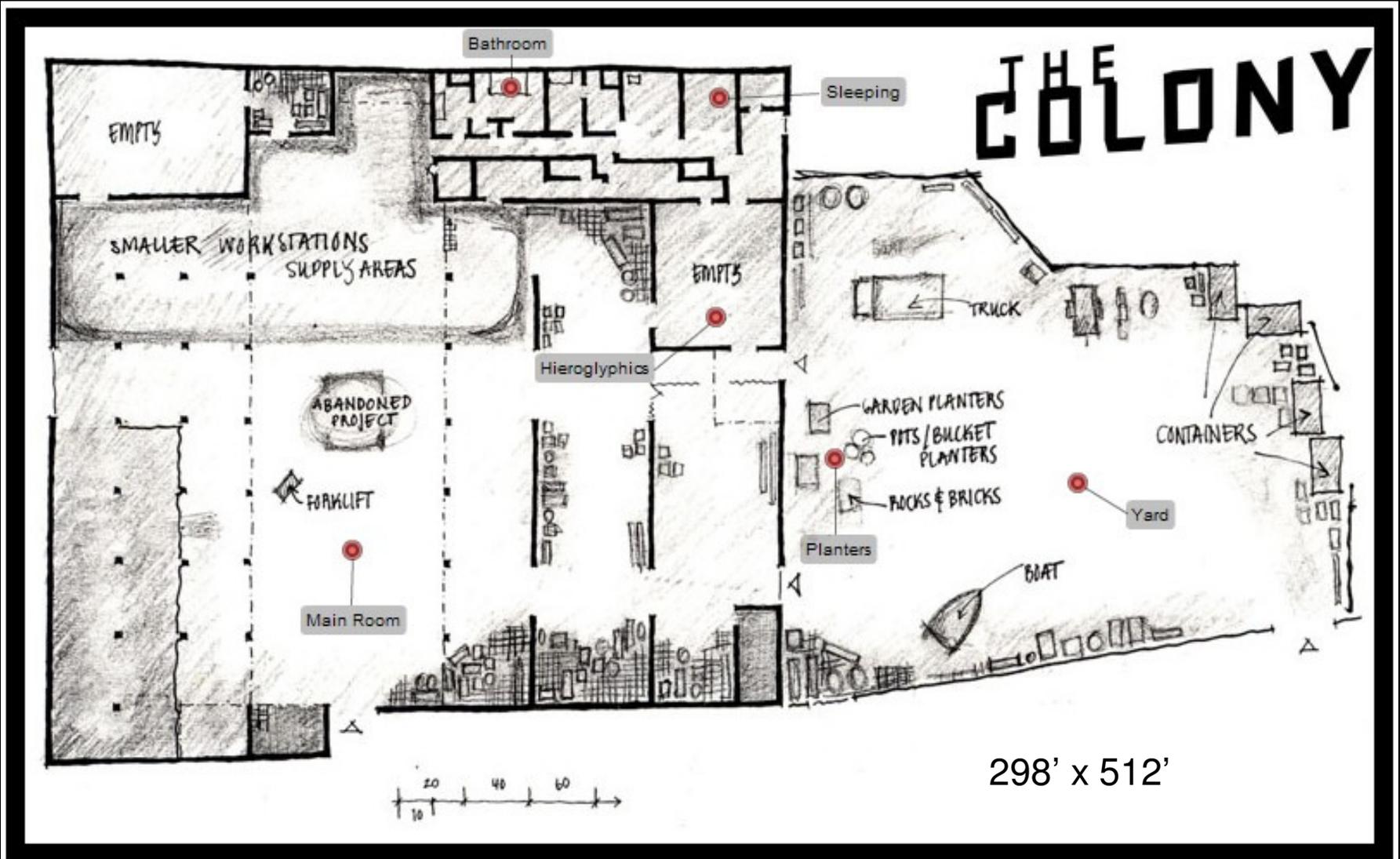
# The Colony



# The Colony : Outside



# The Colony : Inside



# The Colony : Neighborhood

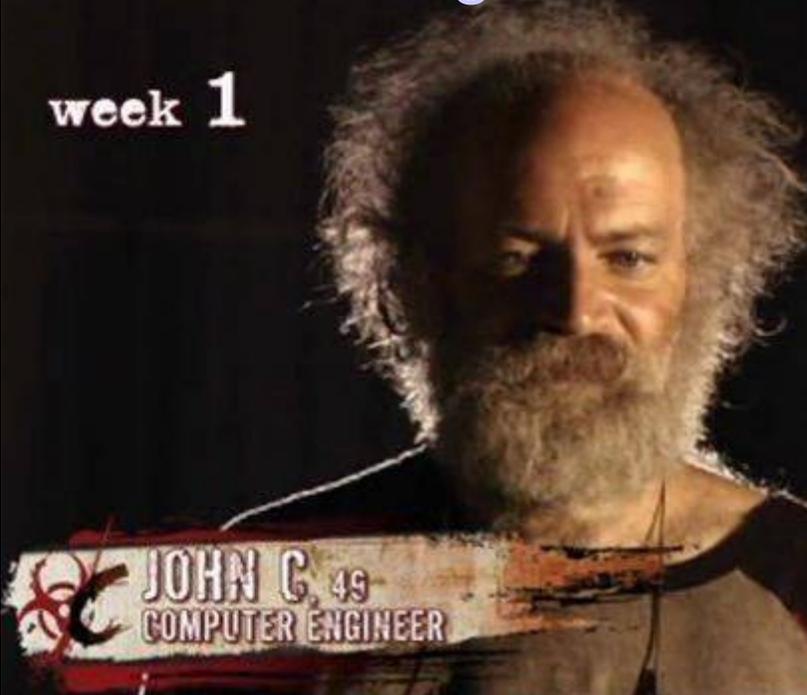


# The Challenges : Water

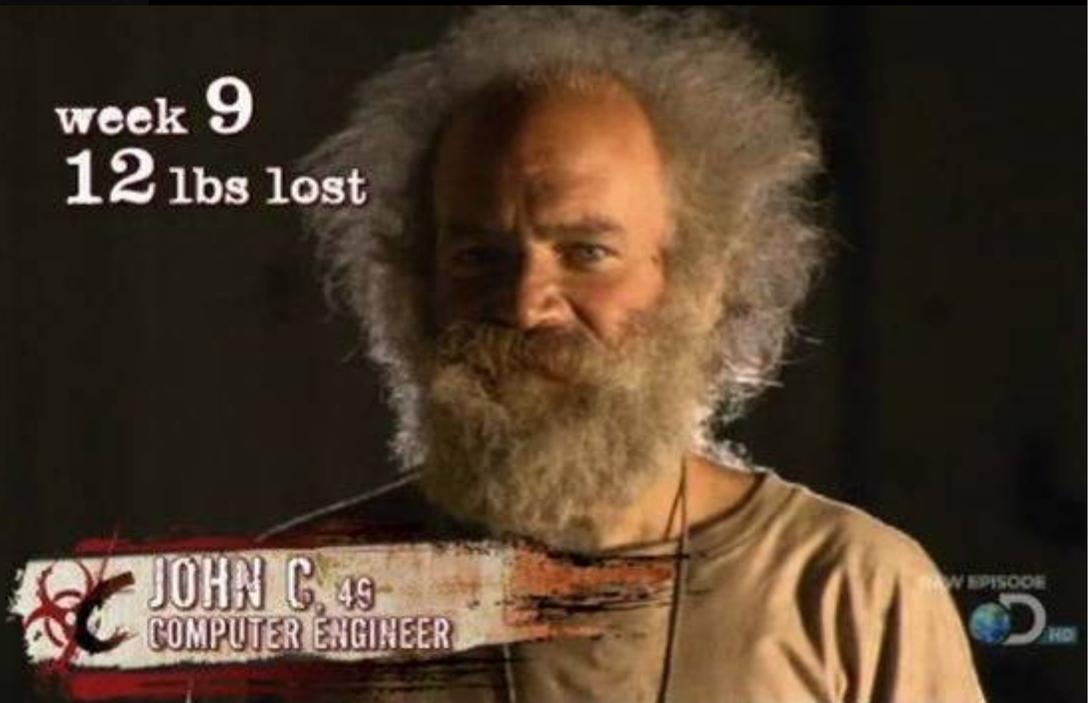


# The Challenges : Food

week 1



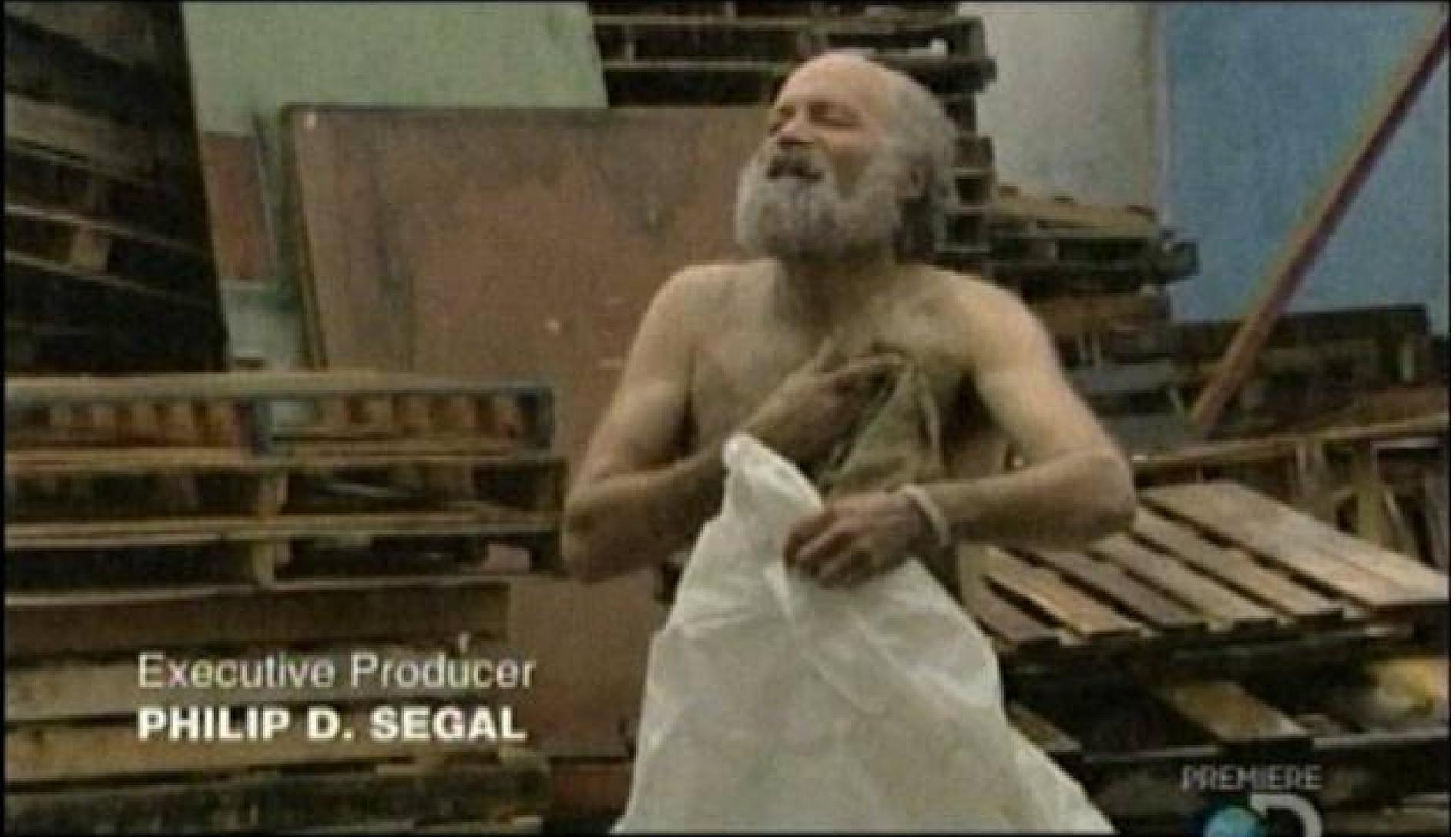
week 9  
12 lbs lost



# The Challenges : Power



# The Challenges : Hygiene



Executive Producer  
**PHILIP D. SEGAL**



# The Challenges : Marauders



# The Builds: Water Filter



# The Builds: Solar Shower



# The Builds: Wood Gasifier / Generator



# The Builds: Solar Tracker



# The Builds: The Electric Trike



# The Builds: Spark-gap Transmitter



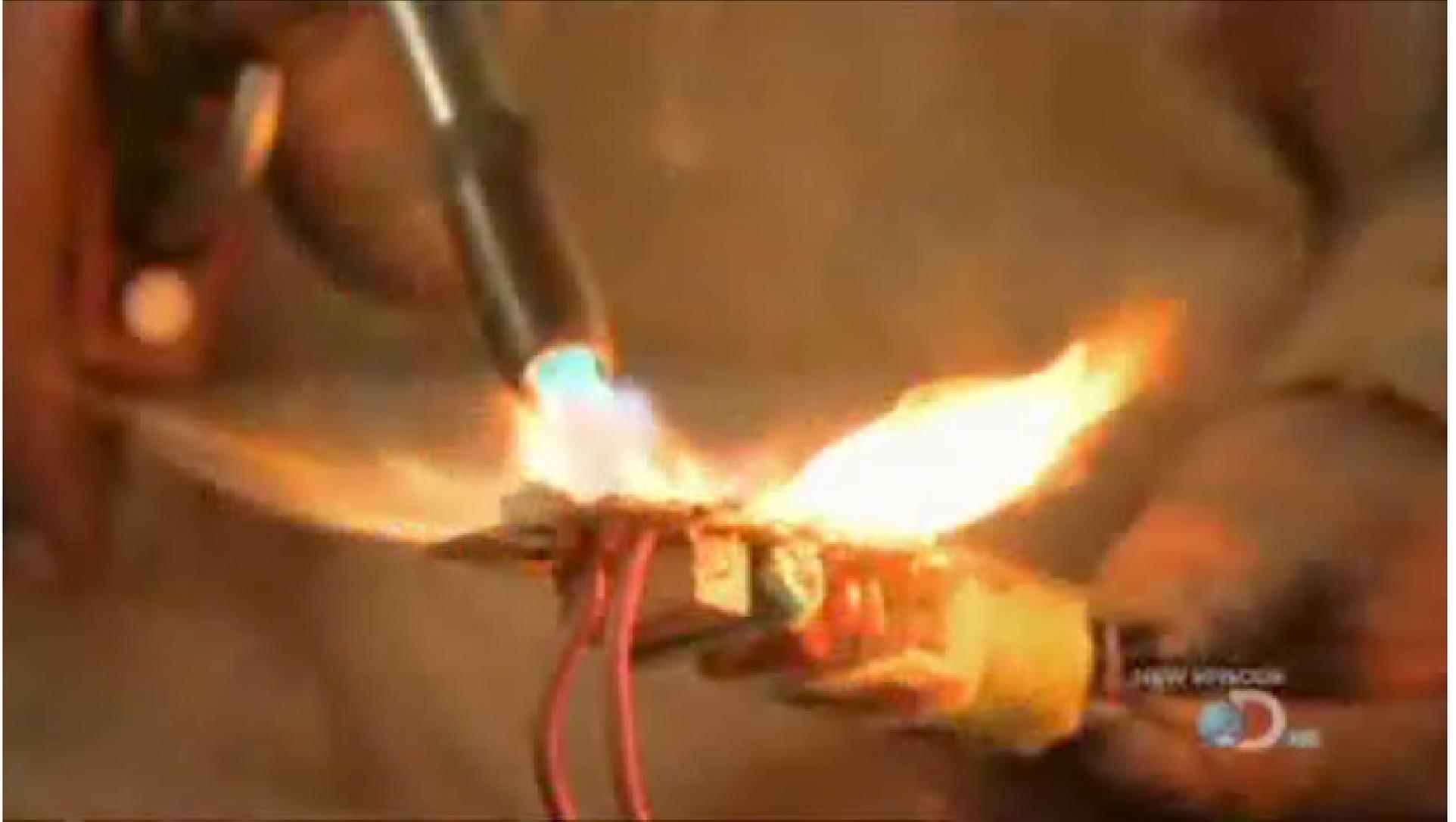
# The Builds: The Ozonator



# Lesson 1: Teams are good (duh)



## Lesson 2: Use what you've got



## Lesson 3: Yelling sucks



## Lesson 4: Find folks Secret Powers



**John Valencia**  
"The Machinist"  
+ shoemaker



**Allison White**  
"The Nurse"  
+ morale officer



**Leilani Smith**  
"The Martial Arts Instructor"  
+ workhorse



**Amy West**  
"The Marine Scientist"  
+ poet laureate



**Michael Raines**  
"The Solar Technology Tech"  
+ scare crow



**George Fallieras**  
"The Doctor"  
+ peacemaker



**Morgan Hooker**  
"The Aerospace Engineer"  
+ craft person



**Joey Sciacca**  
"The Independent Contractor"  
+ security officer



**Vladimir Beck**  
"The Mechanical Engineer"  
+ cook !



**John Cohn**  
"The Computer Engineer"  
+ Yoda

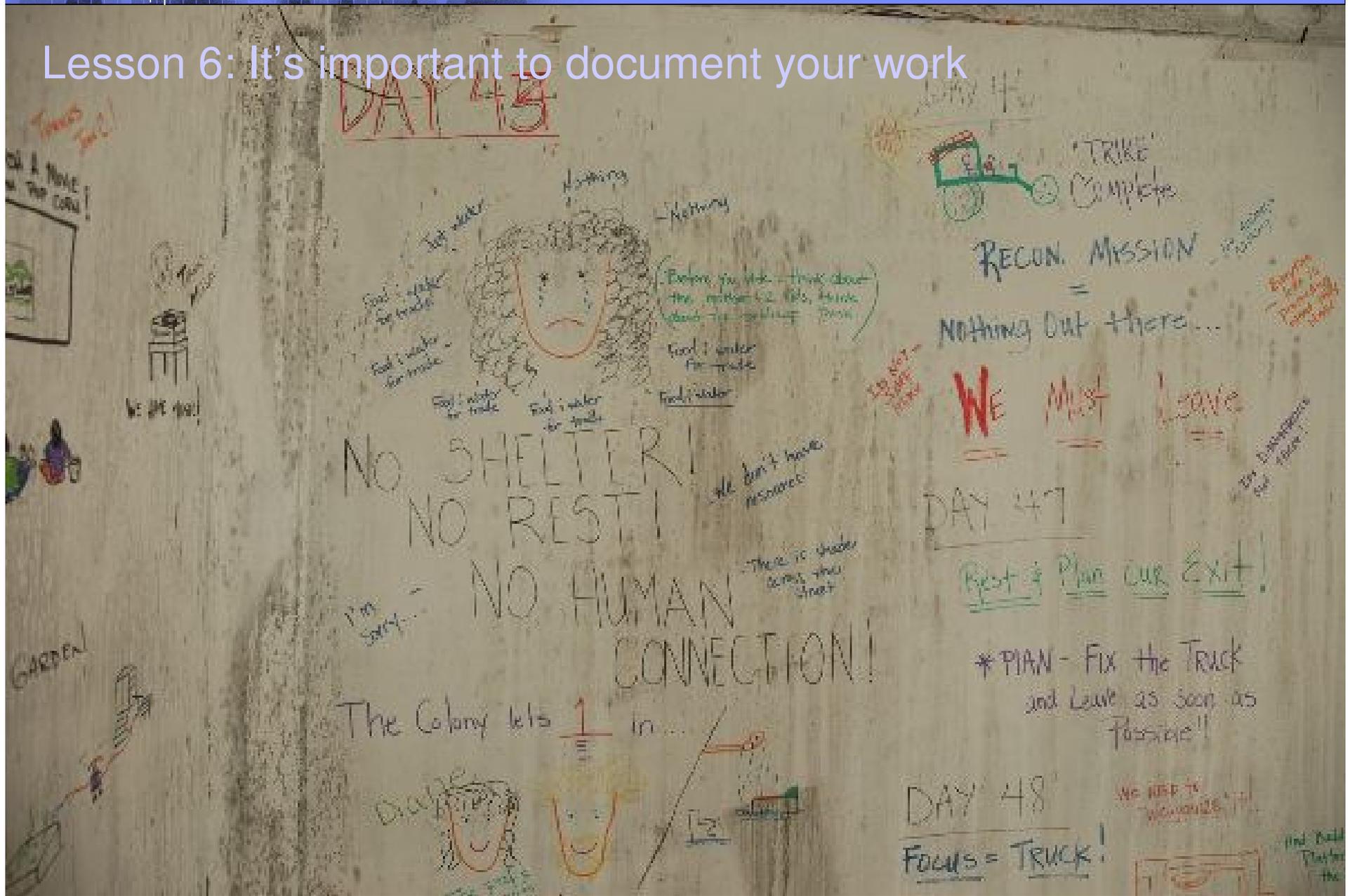
## Lesson 5: If you see food, Eat It



# Lesson 5a: .... And anything is food !



# Lesson 6: It's important to document your work



# Lesson 7: Fun is a Priority !



## Lesson 8: Expect the unexpected



## Lesson 9: Don't underestimate the impact of your actions



# Lesson 10: *Do try this at home*



# The Post-Post-Apocalypse

