

CORPS
NSF Innovation Corps

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I-Corps

(Pronounced "I-core")

NSF program designed to increase the **economic impact** of NSF-funded research.

Intensive program prepares scientists and engineers to extend their **focus beyond** the laboratory.

I-Corps *Outcomes*

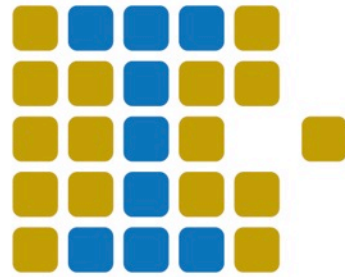
- 100 Customer Discovery Interviews
 - Direct customer feedback defines the opportunity
- *Clear go / no-go decision*
 - New start-up business Creation
 - Technology Licensing
 - SBIR Proposal around Venture
- Increase chances for funding
- Refine and strengthen your research agenda

I-Corps *Story*

\$7.5 Billion

Annually

***“How can we increase the
economic impact of the research
dollars invested every year?”***



CORPS
NSF Innovation Corps

Lean LaunchPad Course



542 *Teams*

263 *Companies*

\$59M + *Raised*

3 *Aquisitions*

I-Corps becoming
the model for innovation
programs across the country
and the globe



8 New *Agencies*

NIH (SBIR & CTSA), DOD, NSA, USDA (ARS & NIFA), DHS, & SBA

Rapid *Expansion*

***16 Cohorts* 2016**

***~ 336* Teams**

***56%* Increase!!**



What is our *Purpose*?

Improve *Odds*

Pick *Winners*

Startup *Statistics*

TOP 10

STARTUP MISTAKES



#1

Building something
nobody wants

Score: 300

#2

Hiring Poorly

Score: 153

18% of Tot.

#3

Lack of Focus

Score: 112

13% of Tot.

67%



Create *More Winners*

What will *teams* do?

*Get **Out** of the Building*

100
Interviews



Class Philosophy

- This class is taught using the “Startup Culture”
 - We will be direct, open & tough – just like the real world
 - Startup culture has no hierarchy - *in this class you are an entrepreneur* - not a PI, lab mgr or center director
 - We’re your biggest supporters – we want you to succeed
- Question us, challenge us, push us as hard as we push you
- We don’t pretend to be domain experts, we *know* you are top scientists in your field



The *Opportunity*

National I-Corps
&
Regional I-Corps

National I-Corps Teams Grant

- \$50,000 in granted funds
 - Cap of \$5,000 in IDC
 - Expenses to attend Opening / Closing Workshops
- 6-Month Program
- *7-Weeks of Intensive, Hands-on Effort*
- Expectations for use of funds:
 - Student Support
 - *Travel to support Customer Discovery (CD)*
 - Fees to attend workshops/conferences for CD
 - ~~Early Prototype Materials and Equipment~~

National I-Corps Teams Grant

- Very specific Team structure
 - Entrepreneurial Lead: Grad Student / PostDoc
 - Principal Investigator: Researcher / Inventor
 - Industry Mentor: Experienced Business Professional
- *NSF Research Lineage Required*
 - PI must have NSF funded research in the field related to the opportunity within the last 5 years.

National I-Corps Commitment

- Full Participation of entire team
 - 3 Days Launch
 - 5 Weekly WebEx
 - 2 Days Close
- > 15-20 hours / week (Each Team Member)
- *Commitment to the Process*
 - Open to Customer feedback
 - Open to Faculty feedback (it will be relentlessly direct)
 - Open to new uses of your technology – “Pivot”
 - Open to alternative commercialization pathways
 - Open...

National I-Corps Application Process

- Rolling Quarterly Admissions Deadline
- 1-page Executive Summary – Program Officer
- Initial Phone Interview – NSF Staff only
- Follow-up Phone Interview – NSF Staff + National Faculty
- NSF will inform teams to fill out Fastlane application (5 pages)

[https://www.nsf.gov/funding/pgm_summ.jsp?
pims_id=504672](https://www.nsf.gov/funding/pgm_summ.jsp?pims_id=504672)

Regional I-Corps

How is it Different?

- Locally deployed, Short Course Format
 - 3-day and 2-week programs offered
- *Open* to teams with any funding origin
- Team formation is more *flexible*
- Southwest Node has *authority to grant* NSF lineage – *teams can earn opportunity to apply to National I-Corps!*

***Regional* I-Corps**

Team Requirements

- 2-4 founding team members
 - Principal Investigator (PI) - Researcher
 - Entrepreneurial Lead (EL) – Student/Post Doc
 - Industry Mentor (IM) – Business expertise
- Technical proficiency of the proposed innovation
- Right to practice the Intellectual Property

Regional I-Corps Commitment

- Conduct interviews as a Team
 - 15 interviews per week
 - Everyone participates
- Construct useful experiments that eliminate bias
- Document interviews consistently
- Remain constructive, avoid getting defensive!

Upcoming Regional Program *Opportunity!*

- EL PASO: 2-week program @ UTEP
 - April 4 – Opening Workshop
 - April 22 – Closing Workshop
 - <http://goo.gl/forms/VXlcq0RhBm>
- LUBBOCK: 3-day program @ Texas Tech Innovation Hub
 - March 23 – 25
 - <http://goo.gl/forms/Jkg1JKRf5u>

Southwest I-Corps Node is your *Resource*

- Inform on I-Corps process & expectations
- Recruit, guide, & review teams
- Deliver national & regional training programs
- Communicate with NSF Program Directors
- Provide Resources and Contacts

Key Contacts

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