Broaden the Impact of Your Research:
NSF Innovation Corps (I-Corps™) Teams

November 20, 2014

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Agenda

• Overview of the NSF I-Corps Program
• About the I-Corps Teams Program
• Panel Discussion

* Please jump in with questions and comments at anytime!

NSF I-Corps Overview

• “The NSF Innovation Corps (I-Corps) is a set of activities and programs that prepare scientists and engineers to extend their focus beyond the laboratory and broadens the impact of select, NSF-funded, basic-research projects.”


• Three current components
  – Nodes
  – Sites
  – Teams
  – With the I-Corps National Innovation Network coming soon

November 20, 2014
NSF I-Corps Teams Workshop
Why Pursue Team Funding?

• Increase your competitiveness for future NSF research funding
  – Broaden the impact of your research
  – Demonstrate preparedness to address research-related innovation, translational, and entrepreneurial issues
    • Basic research, graduate student training, and center opportunities

• Advance your technology toward commercialization
  – Fund the Entrepreneurial Lead and early commercialization activities ($50K plus training)
  – Increase competitiveness for additional resources
    • SBIRs, venture capital

7 Nodes and 15 Sites

Nodes and sites used to prepare this slide: [Website Link]

320 NSF I-Corps Team Awards by State of Receiving Institution

Data used to prepare this slide: [Website Link]

Nodes and sites used to prepare this slide: [Website Link]

320+ active awards by element code 8023

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**Factsheet: I-Corps Teams**

NSF Innovation Corps (I-Corps) is a program to broaden the impact of select, NSF-funded, basic research projects by preparing scientists and engineers to focus beyond the laboratory. Leveraging experience and expertise from seasoned entrepreneurs and focused curriculums, I-Corps grants enable valuable product opportunities that can transform from actuarial to market research. The I-Corps program, a public-private partnership, will help create a stronger national ecosystem for innovation that couples scientific discovery with technology development to address societal needs.

I-Corps Teams are an essential component of the I-Corps program. Over a period of six months, each I-Corps Team learns what it will take to achieve an economic impact with their particular innovation.

For more information, visit www.nsf.gov/i-corps.


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**Teams Program Details**

- Each team must have a Principal Investigator (PI), an Entrepreneurial Lead (EL), and a mentor
- PI must have been part of a NSF award active within the last 5 years (e.g., PI, Co-PI, postdoc, etc.)
- Funding of $50K ($45 direct; $5K indirect) for six months
  - Travel and fees for workshops (required)
  - Stipend for EL
  - Travel to customers, partners stakeholders
  - Prototyping and proof-of-concept (as appropriate)
- Rolling submissions on a first come – first serve basis
The Curriculum

• Based on Stanford University’s Lean LaunchPad course
  – Hypothesis driven
  – Customer discovery
  – Business model generation
• PIs are expected to learn the NSF approach but not
  encouraged or expected to become entrepreneurs
• Two immersive workshops with other teams
• Web-based lectures and reports in between
• The seven-week curriculum provides structure for the
  six month project

Expected Project Outcomes

• New start-up businesses
• Licenses
• SBIR proposals
• Business model description suitable for review
  by third-party investors
• Students with entrepreneurial skills
• New or enhanced curricula

Team Composition and Roles

- Entrepreneurial Lead (EL)
  - Project execution & leadership
- Principal Investigator
  - Project administration
- I-Corps Mentor
  - Coaching & connections
- I-Corps Workshops, Webinars, Office Hours
  - Customer Discovery Interviews

Non-Standard Application Process

- **Preparation**
  1. Read solicitation and attend monthly webinar
  2. Form a team
  3. Prepare an executive summary

- **Selection process precedes the proposal**
  1. Executive summary
  2. Telephone interview with NSF staff
  3. Telephone interview with NSF staff and I-Corps instructors
  4. NSF staff authorizes submission

- **Proposal submission with NSF permission**

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I-Corps Program Officers

The topic-specific program officers for I-Corps are:

- BIO - Steve Ellis, telephone: 703-292-7870, email: stelli@nsf.gov
- CISE - Anta La Salle, telephone: 703-292-5006, email: alasalle@nsf.gov
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The cognizant program officers for I-Corps are:

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Some Challenges

- I-Corps demands significant time and effort
  - Availability? Flexibility?
- I-Corps aims to push PIs and ELs out of their comfort zones
- Other possible issues:
  - Suitable technology/focus? Help is available!
  - Suitable mentor?
Panel Discussion

- Jeffrey Blanchard, I-Corps PI*
- John Collura, I-Corps PI*
- Sundar Krishnamurty, I-Corps PI*
- Tony McCaffrey, I-Corps EL**

* Principal Investigator
** Entrepreneurial Lead

Thank You!

- NSF links:

- To discuss specific concerns, share specific needs, and for help with development of an I-Corps team project:
  - Karen Utgoff, Consultant (klu@utgoff.com or 413.253.7108)
  - Loren Walker, Research Development (loren@research.umass.edu; 413.577.3726)