



CORPS
NSF Innovation Corps

National Science Foundation

National I-Corps Program & Beat-the-Odds Boot Camp

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Two NSF I-Corps Programs

➤ **Beat-the-Odds Boot Camp**

- For NASA's Phase I SBIR Awardees

➤ **National I-Corps Program**

- For NASA's Phase I STTR Awardees



NSF National I-Corps Program

Program Changes Due To COVID-19:

**All 2022 and 2023 Training
will be held virtually – no in-person
meetings or travel**

**Customer Discovery Interviews may be
conducted by phone,
video conference or in-person**



I-Corps Program Mission

Reducing risk associated with translating technologies from the laboratory to the marketplace

What is I-Corps?

7-week entrepreneurial training
program to

GET YOU “OUT OF THE LAB”

to learn how to

**EVALUATE THE MARKET/COMMERCIAL
OPPORTUNITY FOR YOUR TECHNOLOGY**

You will “travel” (now virtually) to
meet with

**OVER 100 POTENTIAL CUSTOMERS,
Partners, and other stakeholders**



Aims of the Program

- **Support commercialization of “Deep Technologies”**
 - Technologies resulting from fundamental discoveries in science and engineering
- **Address skill and knowledge gap** associated with transforming basic research into deep technology commercial ventures
 - Identify customer segments and value proposition; i.e., identify someone that cares and why

I-Corps Framework

The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

Key Partners

Who are our Key Partners?
Who are our key suppliers?



Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?



Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What products and services are we offering to each Customer Segment?
Customer needs are we satisfying?



Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?



Customer Segments

For whom are we creating value?
Who are our most important customers?



Channels

Through which Channels do our Customer Segments want to be reached?
How can we reach them most?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-effective?
How are we integrating them with customer routines?



Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?



- Real-world, hands-on experiential learning through customer and industry discovery
- Based on Steve Blank's Lean LaunchPad course at Stanford/Alex Osterwalder's Business Model Canvas
- A process to quickly assess commercial interest and feasibility

Most companies fail because they develop something no one cares about



Introducing the All SBIR/STTR I-Corps Cohort

- National I-Corps training developed specifically for Phase I SBIR and STTR companies
- Includes NSF, NASA, and DHS SBIR company teams.
- Validate product-market fit of your technology and identify your beachhead market to improve your Phase II Proposal and chances for commercial success
- Provides a unique perspective and stage-appropriate course material as compared with I-Corps national academic cohorts



All SBIR/STTR Cohort Features

- Instruction relevant to Phase I stage of development
- Focused on identifying your beachhead market and achieving Phase II funding, private funding and commercialization
- Allows companies to progress at an accelerated pace
- Companies focus on the industry issues that are relevant to the commercialization of their technology



Application Process – To NSF

Teams must complete several steps leading to acceptance into the Program

1. Team Formation

- ***Entrepreneurial Lead (EL)***
 - Typically, the person leading business development; CEO
- ***Technical Lead (TL)***
 - Typically, the PI; CTO
- ***Industry Mentor (IM)***
 - Industry/entrepreneurial expert



Application Process

2. Executive Summary Preparation and Submission

- ✓ Complete and submit I-Corps Teams Web Form
 - **For NASA, submit via the EHB:**
sbir.gsfc.nasa.gov/submissions/login
 - Describe Team members
 - Describe Technology
 - Describe commercial application
 - Describe commercial plan



Application Process

3. Telephone interview

- **Schedule interview with NSF that includes all Team members**
- **All must agree to program requirements**
 - **Minimum of 100 interviews**
 - **Must be present for all events including Kick-off and Closing meetings, and WebEx meetings**
 - **Commitment to customer discovery process**
 - **Commitment to commercialization**



Once You're Accepted

4. Cohort Selection

- **1 All SBIR/STTR Cohort is available through the remainder of 2022**
 - **20-24 Teams per Cohort**
 - **Fall SBIR/STTR Cohort starting Oct 25 – Dec 9**

- **Plan to hold 3 All SBIR/STTR Cohorts in 2023 (dates to be announced)**



Program Description

- **Kick-off (3.5 Days – 15 interviews)**
 - Intro and “reception”
 - Lectures, team presentations, customer interviews, instructor feedback, office hours
- **Web sessions (weekly for 5 weeks)**
 - 15+ interviews per week, lectures, office hours, instructor feedback, presentations
- **Closing – Lessons Learned (1.5 Days)**
 - 100+ interviews completed, final video and presentation



Beat-the-Odds Boot Camp

- An abbreviated version of the I-Corps program
- Provides Phase I awardees with an introduction to entrepreneurial training designed for early-stage companies
- Provides an introduction in customer discovery and business model validation
- Draws on the methods and customer discovery curriculum used in the NSF I-Corps Program
- Taught by National I-Corps instructors
- An immersive experience that helps companies to identify a potential beachhead market, and develop stronger business models, market strategies, and successful products



Beat-the-Odds Boot Camp

- **First launched in 2013** - revamped format in 2020
- **3 Sessions offered in FY23**– Next start date October 13th - Sign up 3-4 weeks in advance
- **Participate with other NASA awardees** – organized into “Pods” of 6 – 8 companies
- **You participate as a team** - typically the Principal Investigator and/or lead of business development, plus an industry mentor is recommended
- **Requirements** - complete pre-course assignments (watch videos), conduct 30 interviews, give final presentation



Beat-the-Odds Boot Camp Timeline

- Complete pre-course videos
- Attend the Kick-off Webinar (2 hours)
- Participate in Pods Weeks 1, 3, and 5 (1.5 hours)
- Office Hours with your instructor Weeks 2, 4, and 6
- Give final Lessons Learned Presentation Week 7



Thank You!

Questions?

Type your questions into the **Q&A pod** to have them answered live by our presenters. *(Do not use the chat pod.)*

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