



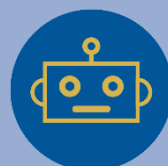
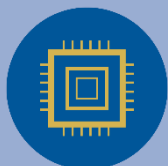
National Science Foundation

NSF Innovation Corps (I-Corps) Teams Program

Beat-the-Odds Boot Camp

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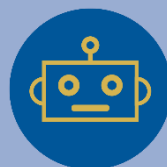
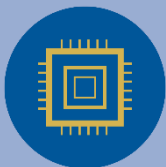


Beat-the-Odds Boot Camp

For NASA's Phase I SBIR Grantees

National I-Corps Program

For NASA's Phase I STTR Grantees



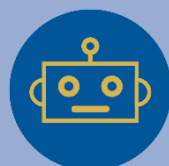
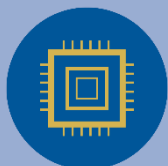


CORPS
NSF Innovation Corps

Recent Program Changes Due To COVID-19:

**2020 Fall Cohorts and all 2021 Cohorts
will be held virtually – no travel**

**Customer Discovery Interviews will be
conducted by phone or
video conference**





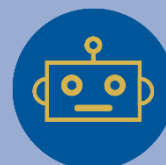
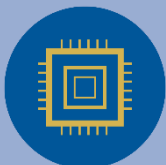
General Information

I-Corps Program History –

- ❖ Created in 2011 by NSF
- ❖ Over 1900 Teams have participated in the National I-Corps Program

Program Vision –

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





What is I-Corps?

7 week intensive, experiential training program to

GET YOU “OUT OF THE LAB”

NOW “OUT OF YOUR COMFORT ZONE”

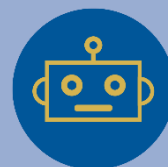
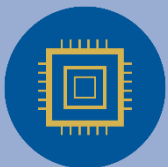
to learn how to actually

EVALUATE MARKET OPPORTUNITY

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

OVER 100 POTENTIAL CUSTOMERS,

Partners, and other stakeholders





I-Corps Framework

The Business Model Canvas

Designed for:

Designed by:

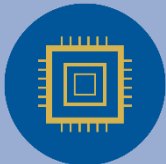
On: Day: Year:

Iteration:

<p>Key Partners</p> <p>Who are our Key Partners? Who are our key suppliers? Which of our Key Partners are we dependent on?</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationship Channels?</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which benefits do our customers value the most?</p>	<p>Customer Relationships</p> <p>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?</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p>
<p>The Customer Discovery Method developed by Steve Blank & The Business Model Canvas popularized by Alex Osterwalder</p>			<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	
			<p>Revenue Streams</p> <p>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?</p>	

Most companies fail because they develop something

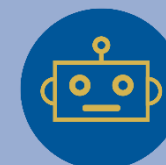
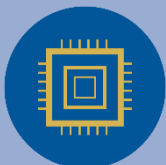
NO ONE CARES ABOUT





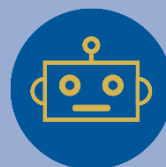
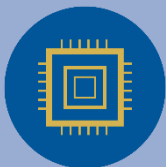
Aims of the Program

- **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., someone that cares and why**



Program Basics

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

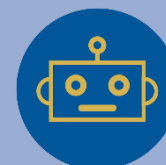
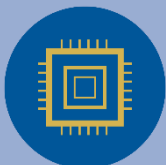




Introducing the

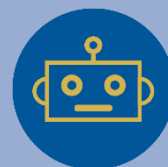
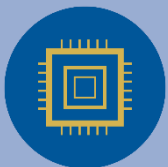
ALL SBIR (and STTR) Cohort

- National I-Corps training developed specifically for Phase I SBIR companies.
- Will include NSF, NASA, DoD, DOE and DHS SBIR company teams.
- Validate product-market fit of your technology 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 (and STTR) Cohort Advantages

- Instruction relevant to Phase I stage of development; focused on 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



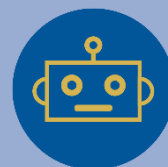
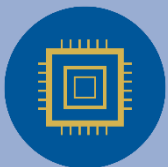


Application Process

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
- **I-Corps Mentor (IM)**
 - Industry/entrepreneurial expert

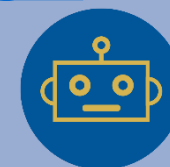
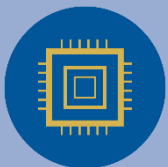


Application Process

2. NASA I-Corps Proposal Preparation and Submission

✓ Prepare and submit I-Corps Proposal

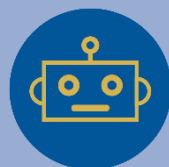
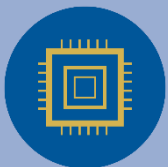
- <https://sbir.nasa.gov/content/I-Corps>
- Describe Team members
- Describe Technology
- Describe commercial application
- Describe commercial plan
- Submit to NASA SBIR Electronic Handbook:
<https://sbir.gsfc.nasa.gov/submissions/login>



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**

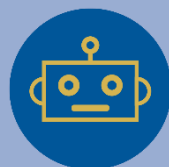
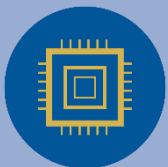


Once You're Accepted

4. Cohort Selection

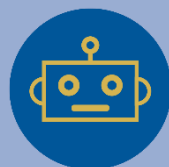
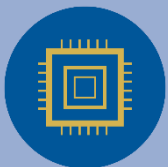
- **1 All SBIR Cohort is available through the remainder of 2020**
 - **24-32 Teams per Cohort**
 - **1 Fall Cohort starting in Oct 20th**

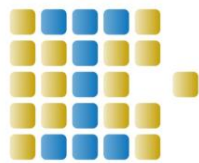
- **Expect to add 1 All SBIR/STTR Cohort each quarter in 2021 (dates to be announced)**



Program Description

- **Kick-off (4 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 (2 Days)**
 - 100+ interviews, final video and presentation

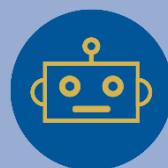
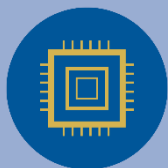




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What is the Beat-the-Odds Boot Camp?

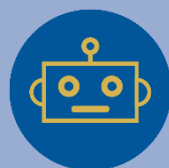
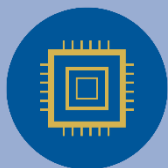
- A “mini” I-Corps program
- Provides Phase I awardees with an introduction to entrepreneurial training designed for early-stage companies
- Provides an introduction in customer discovery and business model validation
- Draws on the methods and customer discovery curriculum used in the NSF I-Corps Program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





Beat-the-Odds Boot Camp Program Description

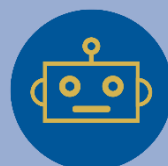
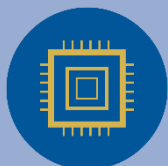
- First launched in 2013; completely revamped in 2020
- Offered quarterly – Next start date August 25th - Sign up 2-3 weeks in advance
- About 120 companies participate per cohort
- You participate as a team - typically the Principal Investigator and lead of business development
- Requirements - complete pre-course assignments – watch videos, and conduct 30 interviews





Beat-the-Odds Boot Camp Program Description

- 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





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NSF Innovation Corps

NSF I-Corps Programs

Thank You!
Questions!

NSF I-Corps Teams Website: https://www.nsf.gov/news/special_reports/i-corps/teams.jsp

NASA I-Corps Website: <https://sbir.nasa.gov/content/I-Corps>

