



CORPS
NSF Innovation Corps

**SOUTHWEST
I-CORPS**

REGIONAL PROGRAM 04.12 – 05.03.2019

Southwest I-Corps is offering a regional NSF I-Corps program for female researchers to facilitate the commercial evaluation of academic research and innovation, and develop eligible teams for the national NSF I-Corps program and a \$50,000 I-Corps team grant. During the program, teams will be introduced to the fundamental I-Corps principles, helping teams explore the potential value of their research or innovation, and quickly and effectively validate their commercialization strategy.

ABOUT I-CORPS

NSF Innovation Corps (I-Corps) enables teams of scientists, researchers and engineers to explore the commercial potential of their research or innovation. By learning how to assess commercialization opportunities, teams gain a better understanding of their market, customers, competitors and industry.

BENEFITS OF PARTICIPATION

- » Develop entrepreneurial skills
- » Improve odds for commercial success
- » Validate your business model
- » Establish product-market fit

WHAT YOU'LL LEARN

Teams will be introduced to the I-Corps approach, and learn about business model development and the customer development process. Teams will also spend time outside the building, talking to customers, partners and competitors, and testing hypotheses. At the conclusion of the program, teams will present their findings from the customer development process and receive real-time feedback from the I-Corps teaching team.

WHEN & WHERE

- 04.02 · Pre-Launch Workshop (virtual; 1.5 hours)
- 04.12 · Opening Workshop (in person; full day)
- 04.23 · Midterm Review Webinar (virtual; 2.5 hours)
- 05.03 · Closing Workshop (in person; full day)

In-person workshops will be held at:
Texas Woman's University, Dallas Campus
5500 Southwestern Medical Ave, Dallas, TX

All team members must be present and engaged for the duration of the program. Teams from outside DFW area may be eligible for hotel cost coverage. All teams are responsible for transportation to/from in-person workshops.

TEAM COMPOSITION

Students, faculty and staff interested in translating their innovation and research into commercial ventures are encouraged to apply.

Interested teams must meet the following criteria:

- » At least two female researchers per team
- » Technical proficiency of research or innovation
- » Right to practice intellectual property

LEARN MORE & APPLY

Interested teams must complete the online application at goo.gl/EmDpxY. For more information, contact Aprille Busch at abusch@ic2.utexas.edu.



**TEXAS WOMAN'S
UNIVERSITY**



TEXAS
The University of Texas at Austin