“What is UGA’s I-Corps Program?”

June 2, 2020
What is I-Corps?

• A national program
• Funded by NSF
• To move STEM based technology
• Into the commercial market
• Identifies valuable product opportunities
• Provides skills in entrepreneurship
Goal of I-Corps

Commercialize more NSF funded research by teaching inventors to identify and understand customer needs
What is I-Corps for?

- What problem are you solving?
- Who are your customers?
- How big is the market?
- What are your next steps
At the end of the course

• You will make a go / no go decision
• You will be eligible for national iCorps
• Most of your learning will occur outside of the classroom
• You will have talked to many potential customers
• You will get out of this what you put in
• You will have learned a process and skills that will last you forever
So why do we need I-Corps?

Patent

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Evolving commercialization landscape

INDUSTRY

INVESTORS

UNIVERSITIES
## Technology Readiness Levels

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Startup failures (most do)

- No Market Need
- Ran out of cash
- Not the right team
- Outcompeted
- Pricing / Cost issues

More startups fail from a lack of customers than from a failure of product development
You will fail if you make something nobody cares about
Business Model Canvas
Hypothesis

This customer

Will Buy

This Product or Service

And care because:
Mentor team

Ian Biggs  Tim Martin  Kevin Wu  Dan Geller
Some obvious questions

• Anyone can apply
• No need for a patented idea, or indeed any idea
• We can provide help or a team to join
• We provide up to $3,000 to help prototype or discover customers
• Next cohort starts June 22\textsuperscript{nd} – apply now
Questions?