

# “What is UGA’s I-Corps Program?”

June 2, 2020

**RESEARCH MATTERS** **LIVE**

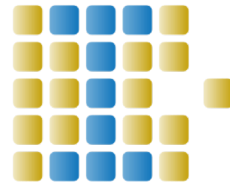


UNIVERSITY OF  
**GEORGIA**  
Office of Research

# 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





**CORPS**<sup>TM</sup>  
NSF Innovation Corps

## **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



\$



# Evolving commercialization landscape



INDUSTRY



INVESTORS



UNIVERSITIES



UNIVERSITY OF GEORGIA

RESEARCH MATTERS **LIVE**

# Technology Readiness Levels

- TRL 0: Idea
- TRL 1: Basic research
- TRL 2: Technology formulation
- TRL 3: Applied research – proof of concept
- TRL 4: Small scale prototype
- TRL 5: Large scale prototype
- TRL 6: Prototype system – commercial feasibility
- TRL 7: Demonstration system
- TRL 8: First of a kind commercial system
- TRL 9: Full commercial application





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# Startup failures (most do)

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

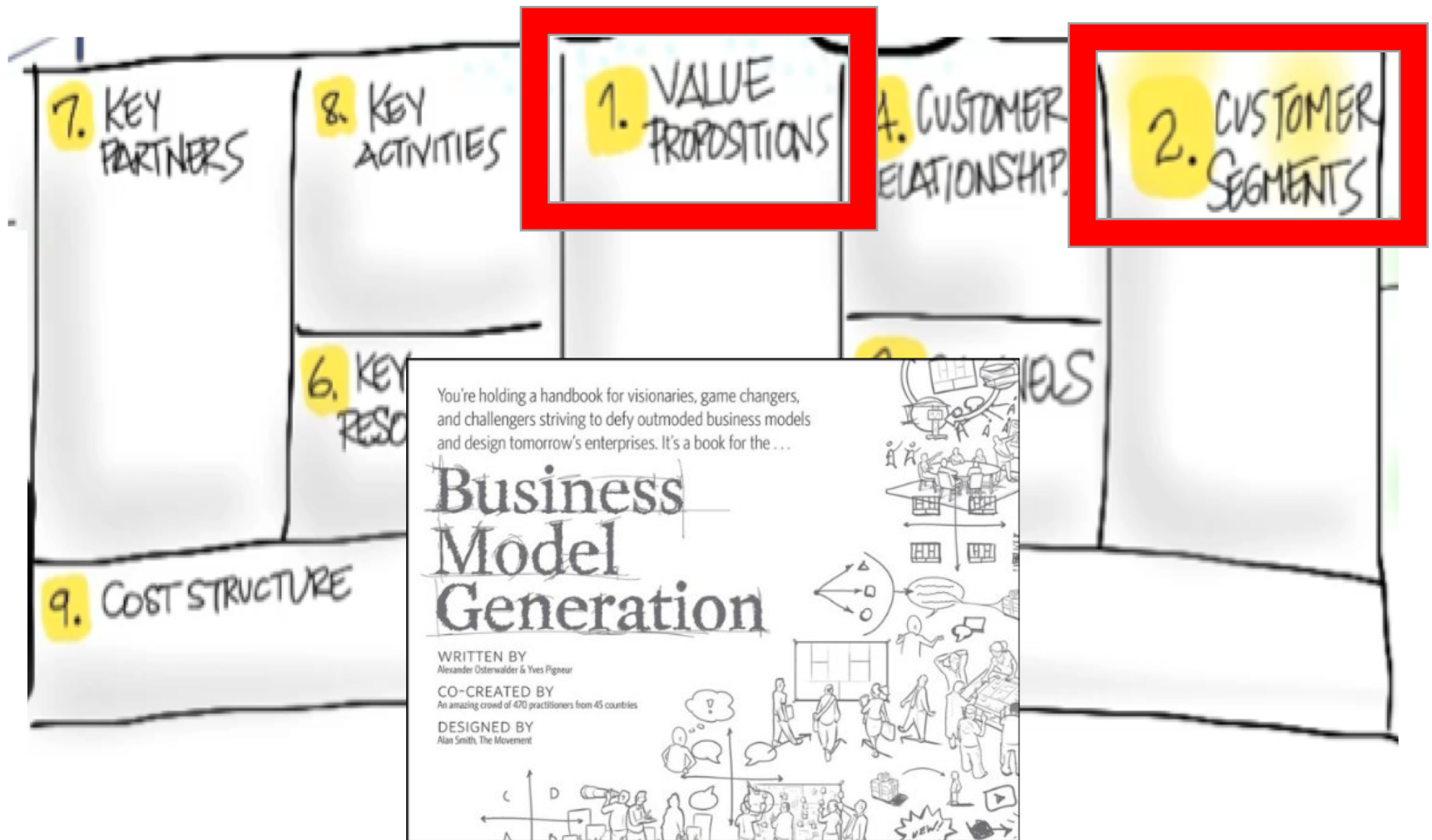
**More startups fail from a lack of customers than from a failure of product development**



**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<sup>nd</sup> – apply now



# ***Questions?***

