Overview

1. What is I-Corps
2. Who is Eligible
3. I-Corps Success
What is I-Corps

Entrepreneurial training program to
Get You Out of the Lab
&
Learn How to Evaluate the Market Opportunity

Goal

- Primary purpose of the NSF is to support the transition of laboratory discoveries into breakthrough innovations, and reducing the risk associated with taking innovation from the lab to the marketplace.
I-CORPS Helps You Determine:

● Does the market need your innovation
● Do you have product-market fit
● Can you build a viable business around your innovation
#1 Startup Mistake

Building something nobody wants
Discover Your Customers!

Get out of the lab and the university and to the Marketplace

Conduct interviews with your potential customers and partners
Who is Eligible

Scientists or Researchers who have a Deep Innovation/Technology (STEM)

- Two pathways to eligibility
  - Have received an NSF Grant in the past 5 years
  - Have completed the I-Corps regional program
A Team is Required

Entrepreneurial Lead

Technology Lead

Industry/Business Mentor
Program Information

Regional Program (ZAP & BOOM)
- ZAP: 3 sessions, 2hrs each
- BOOM: 2 sessions, 2hrs each

National Program
- 7 weeks
- 12 cohort options annually

-All held virtually
-Rolling Admissions
I-Corps by the numbers:

2,000+ teams nationally have received $50K

60 teams from Hub West have received $50K

500 teams have participated from Hub West

10X increase in chance of getting an SBIR/STTR after I-Corps
I-Corps is about

- Product-Market fit
- Team-based
- Curriculum and active customer engagement
- $50K Grant
I-Corps is NOT about:

- Writing Grants, Papers, Business Plans
- Selling/Pitching
- Fundraising for a business
- Competition
To Apply

www.icorpshubwest.org

or

https://icorpshubwest.tfaforms.net/3
For More Information

UCLA Samueli
Institute for Technology Advancement

Azar Nazeri  anazeri@ucla.edu
Mel Bulu-Taciroglu  melike9@g.ucla.edu
Mona Mirakhor  startup@ita.ucla.edu

www.icorpshubwest.org
www.nsf.gov/i-corps