

INTRODUCTION TO CUSTOMER DISCOVERY FOR CLINICAL & TRANSLATIONAL SCIENCE

A TRAINING PROGRAM TO MOVE IDEAS OUT OF THE LAB AND INTO THE MARKET

A CUSTOMIZED NSF I-CORPS
CURRICULUM HELPING
RESEARCHERS DISCOVER THE
COMMERCIAL POTENTIAL OF THEIR
TECHNOLOGY

WHO SHOULD PARTICIPATE?

Faculty
Post-Docs
Graduate (PhD) Researchers

WHY PARTICIPATE?

RESEARCH

1. Explore the real-world impact of your research
2. Connect with researchers aligned around clinical/translational science
3. Increase professional/personal network
4. Qualifying program for NSF National I-Corps Program with 250k grant funding
5. Taught by NSF I-Corps National Instructors and adjuncts

GRAD STUDENTS & POST-DOCS

All the above PLUS...

1. Increase employability in industry, government, or university settings
2. Explore an entrepreneurial/career path
3. Develop communication skills for non-technical audiences

HOW DO I START?

Submit your application by
September 23, 2017

<https://www.midwesticorps.org/events>

or contact

Matthew Lyrall, Ph.D.
Director Purdue & Midwest NSF I-Corps
mlyrall@purdue.edu
(765) 495-6323

PURDUE
UNIVERSITY

LOCATION:	HEALTH INFORMATION & TRANSLATIONAL SCIENCE BUSINESS INDIANAPOLIS, IN
APPLICATION DEADLINE:	SEPTEMBER 22
PRE-TRAINING WEBINAR:	OCTOBER 3 (11 - 3 P.M.)
WORKSHOP SESSIONS:	OCTOBER 05 - 10
MIDPOINT WEBINAR:	WEEK OF OCTOBER 20
CLOSING SESSION:	NOVEMBER 17

