

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?

FACULTY

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 \$50K 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 22, 2017

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

or contact

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Director Purdue & Midwest NSF I-Corps

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PURDUE
UNIVERSITY®

LOCATION: HEALTH INFORMATION &
TRANSLATIONAL SCIENCES BUILDING
INDIANAPOLIS, IN

APPLICATION DEADLINE: **SEPTEMBER 22**

PRE-TRAINING WEBINAR: **OCTOBER 3 (12 - 1 P.M.)**

KICKOFF SESSIONS: **OCTOBER 19 - 20**

MIDPOINT WEBINAR: **WEEK OF OCTOBER 30**

CLOSING SESSION: **NOVEMBER 17**



CORPS
NSF Innovation Corps



MWIN
MIDWEST
I-CORPS NODE

DIAGNOSTICS

HEALTH I.T.

THERAPEUTICS

MEDICAL DEVICES



PROGRAM COST

There is no fee to participate in the program. Check with your home institution for grants to reimburse your travel expenses associated with customer discovery. On-site meals and all materials will be provided during the event.

TEAMS

Three roles comprise the teams for Introduction to Customer Discovery (ICD):

1. **Technical Lead (TL)**

Faculty or grad student researcher who has obtained or worked under the initial grant or other support that enabled the technology to advance.

2. **Entrepreneurial Lead (EL)**

A grad student or post-doc with relevant knowledge of the technology and a deep commitment to investigate the commercial landscape surrounding the innovation.

3. **Industry Mentor (IM) – *Optional, but strongly encouraged***

An experienced entrepreneur with startup or other experience in transitioning technology out of the lab and into the marketplace.

TIME COMMITMENT & RESPONSIBILITIES

APPROXIMATELY 8 HOURS PER WEEK

- Attend pre-training webinar (October 3, 12-1 p.m.)
- Attend on-site kickoff workshops (October 19 - 20)
- Complete **5-10** customer discovery interviews **each** week
- Complete all customer discovery and market research tasks
- Complete weekly online instruction videos and readings
- Attend two coaching sessions during the intermediary weeks
- Attend midpoint webinar (Week of October 30)
- Attend on-site closing workshop (November 17)

Submit your application via our link on the NSF Midwest Node website:

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

Application Deadline:

Friday, September 22

Phone interviews with instructor team:

September 25 - 28

Accepted teams will be notified on or before:

September 29

APPLY TODAY