



NSF I-CORPS HUB

**GREAT LAKES REGION**

# 2024 IMPACT REPORT

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# A MESSAGE FROM OUR EXECUTIVE DIRECTOR

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2024 was a fantastic year for the Great Lakes I-Corps Hub. The Hub supports and accelerates ideas coming from all corners of our region. Innovators are everywhere, and to reach them, we conducted 119 events with participants from 63 different institutions. The participants came from everywhere, from large research universities to small regional colleges. I am excited about the transformative impact that these innovators will have across the Midwest. Thank you for being a part of the I-Corps journey!

**Jonathan Fay, Hub Executive Director**

## ABOUT THE HUB

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The NSF I-Corps Hub: Great Lakes Region is a network of 16 universities dedicated to spurring innovation in the Midwest. We offer a variety of free programs that help graduate students, faculty, and researchers explore how their research and ideas could solve real-world problems.

Our programs teach participants the entrepreneurial mindset, provide professional development opportunities, and more.



# 2024 IMPACT



Our Programs Reached Over 7000 Individuals



134 Jobs

Created by I-Corps  
Trained Companies



Assessed 546  
Technologies



I-Corps Teams conducted  
over 8000 Customers  
Discovery Interviews

## NATIONWIDE IMPACT SINCE 2022

### West



5 Companies  
Formed

### Midwest



\$28,113,000  
Raised



195 Companies  
Formed

### Northeast



\$590,000  
Raised



11 Companies  
Formed

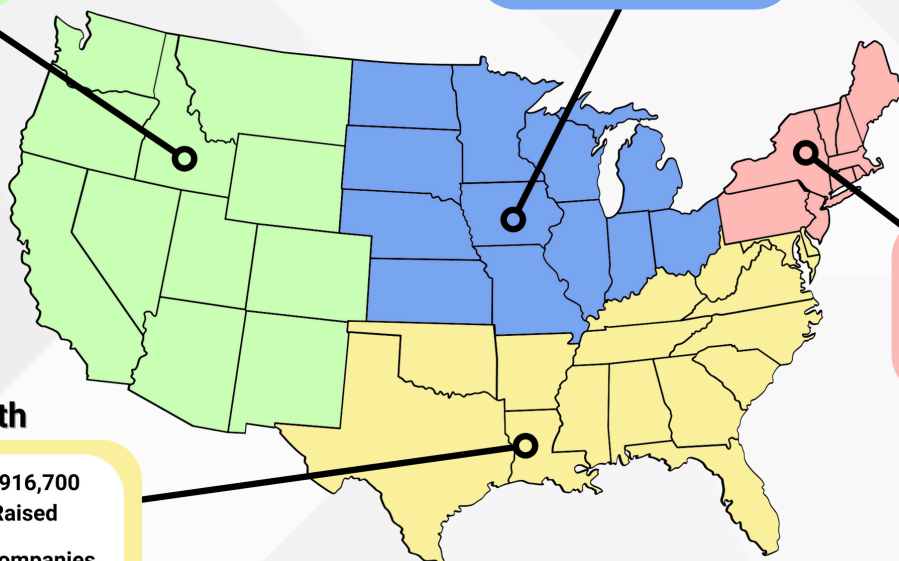
### South



\$5,916,700  
Raised



10 Companies  
Formed



# 2024 EVENTS AND INITIATIVES



## Inclusive Innovators Summit 2024

On July 17th, 2024, young Innovators from the Midwest gathered in Champaign, Illinois for the Inclusive Innovators Summit. The University of Illinois Urbana-Champaign and the NSF I-Corps Hub: Great Lakes Region hosted the one-day conference to connect and inspire early-stage innovators and aspiring entrepreneurs.

[Read More](#)



## Innovator Advisor Community

The Innovator Advisor Community initiative connects potential advisors from the entrepreneurial ecosystem with research innovators, aiming to accelerate use-inspired research that can fuel future ventures. Its mission is to introduce innovators and advisors to regional resources, academic innovation, and the I-Corps community.

[Learn More](#)





# TEAM STORIES

## FIBARCODE - BRIAN IEZZI



Brian Iezzi, a University of Michigan PhD alumni, developed Fibarcode, a technology that embeds a barcode in fabric threads to identify their composition and facilitate textile recycling, supported by programs like NSF I-Corps and various grants, to promote a sustainable textile industry.

[Read More](#)

## MONEIVA - MARINA BROWN



After over 15 years in corporate America, Marina Brown founded her Nebraska-based startup, Moneiva, leveraging AI to automate transportation surcharge management for Supply Chain executives, aided by resources like the University of Nebraska's I-Corps program and the 1 Million Cups entrepreneurial network, and is now running pilot programs with future plans for growth through Techstars Boulder.

[Read More](#)

## PANI CLEAN - JOUN LEE



Dr. Joun Lee, a Research Engineer from the University of Iowa and CEO of Pani Clean, leads the development of sustainable technologies that purify water and produce green ammonia, with plans to scale globally and serve both industrial and underserved communities.

[Read More](#)



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**CORPS**  
NSF Innovation Corps

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