## Default Question Block



The Rutgers I-Corps Site Program is an immersive experiential learning opportunity to focus your team's efforts on better understanding the market potential for your technology or innovation.  The program is based on Steve Blank's Lean Startup Method and the Business Model Canvas, requiring you to "Get Out of the Building" to do Customer Discovery Interviews to understand the value your technology offers in the real world.  Every team that goes through I-Corps gets something different whether it's new thinking, new skills, new people, or new opportunities.

Below, you can download a blank PDF of the full Rutgers I-Corps Site application to view all the questions before beginning to apply.

Click here to download.

The following describes an "ideal" team makeup for the Rutgers I-Corps Site Program and is based on NSF's National I-Corps Teams requirements.  Student teams may not exactly fit this model; two or more members constitutes a team.  Please email i-corps@ored.rutgers.edu if you have any questions about team roles.

**Team Roles:**

The **Entrepreneurial Lead (EL)** manages the team's operations throughout the I-Corps process including Customer Discovery interviews, preparing and delivering weekly presentations, online Innovation Within activities, financial accounting for reimbursements.  This person(s) is typically a student, graduate, postdoctoral scholar, staff member, or researcher who understands the technology and has a deep commitment to investigate the commercial applications for the innovation. The Entrepreneurial Lead should have a passion and commitment for entrepreneurship and the commercialization of the project's technology.

The **Academic or Technical Lead (AL/TL)** will typically be a faculty member, senior research scientist or inventor with deep and direct technical expertise in the actual core technology about which the I-Corps team is exploring commercial potential. Typically the Academic Lead will also serve as a Principal Investigator (PI) on proposals submitted to Government agencies such as NIH or NSF.

The **Industry Mentor (IM)** is typically someone from outside the university with ties to industry, understands industry trends, and how the innovation could provide value to the customer. He/She will advise the team on its progress through I-Corps and introduce the team to their industry contacts. Ideally, this person is an entrepreneur with experience in transitioning technology out of academic labs. The best IM is one that you've already aligned yourself with in the course of your research. However, if necessary, the Teaching Team will help your team identify one.

What is your team's name?

How many people are currently on your team? (1-5). *Teams of 2 are accepted into the program, but teams of 3 or more can more effectively share the responsibility.*

```
1
2
3
4
5
```

## Applicant Information

Applicant Information for team member #${lm://CurrentLoopNumber}

| | |
|---|---|
| First Name | |
| Last Name | |
| Email Address | |
| Phone Number | |
| Campus | |
| Department (if Faculty/Staff) | |
| School/Major (if Student/Alumni) | |

What role with this person play on the Rutgers I-Corps Site Team?

○ Entrepreneurial Lead

○ Technical Lead

○ Industry Mentor

Has the Technical Lead ever submitted an invention disclosure to the Office of Research Commercialization related to this project?

○ Yes

○ No

Please answer the following. For information about invention disclosures, please visit http://orc.rutgers.edu/faqs#disclosure or call our office at 848-932-4487.

| | |
|---|---|
| Who is the assigned Licensing Manager? | |
| Please list any relevant patents or patent applications. | |

## Application Form

How did you hear about the Rutgers I-Corps Site program?

**Team Description:** Please briefly describe what qualities/expertise that each person brings to ${q://QID21/ChoiceTextEntryValue} and any working history together on the technology/industry.

Our idea/technology/innovation has been developed from:

○ Faculty/Staff research

○ Capstone or other Class Project
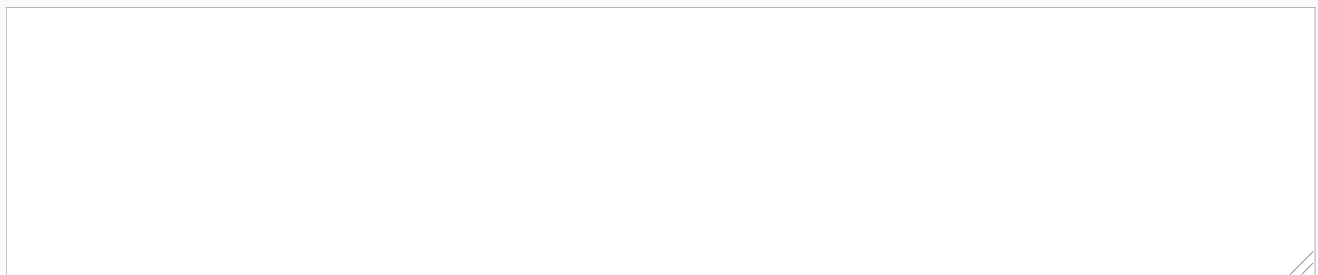
○ Personal Project

○ Other

**Description of Technology and Commercial/Business Concept**: Please provide a short non-technical description of the technology and what markets or industries you think would benefit from this technology.

**Market Demand for the Technology:** Describe your idea for a product/service that can be developed from this technology, and who you think would purchase it. What is the existing technology and how is your idea more competitive in the market (cheaper/faster/better, etc). Do you already have a prototype? If so, please specify.

**Customer Discovery Plan**: We expect you to come to the program with a rough plan for face-to-face meetings with 25+ potential customers, spending ~8-10 hours per week over the 4-5 week Rutgers I-Corps Site program. Do you already have any ties with industry?  Which sectors would you like assistance in making connections? Are you planning to attend any upcoming tradeshows, conferences, meetup events (if so, give expected dates and locations)?

**Goals:** What do you hope to achieve from participating in the Rutgers I-Corps Site Program? Understanding of business concepts? Apply for Business Plan Competitions? Apply to NSF I-Corps National program? SBIR/STTR?  License the technology?  Create a startup?  Please specify:

**Submit**

Are you ready to submit your application? If yes, please select submit, if not please click previous and make any changes.