



# REGIONAL PROGRAM

## JULY 19 - AUGUST 20, 2021

The UTEP NSF I-Corps Site, in partnership with the Southwest I-Corps Node, is offering a regional NSF I-Corps program to develop the commercial value of academic research and innovation. The program introduces teams to the lean launchpad approach, which helps teams assess the potential value of their innovation and quickly and effectively validate their commercialization strategy. Teams completing the regional program could be eligible to apply for the national NSF I-Corps program and a \$50,000 I-Corps team grant.

### ABOUT I-CORPS

NSF Innovation Corps (I-Corps) enables teams of scientists, researchers and engineers to explore the commercial potential of their research or innovation. By learning how to assess commercialization opportunities, teams gain a better understanding of their market, customers, competitors and industry.

### BENEFITS OF PARTICIPATION

- » Develop entrepreneurial skills
- » Improve odds for commercial success
- » Validate your business model
- » Establish product-market fit
- » Achieve eligibility to apply for \$50,000 I-Corps team grant

### WHAT YOU WILL LEARN

Teams learn the I-Corps approach, including validation of business model and product-market fit. Teams spend time outside the building, talking to customers, partners, and competitors, and testing hypotheses. At the conclusion of the program, teams present their findings from their customer discovery and receive feedback from the I-Corps teaching team.

### WHEN & WHERE

- » Monday, July 19th, Opening Session (8:00am-6:30pm)
- » Tuesday, August 3rd, Midterm Review (4 hours)
- » Friday, August 20th, Closing Session (9:30am-2:00pm)

All team members must be present and engaged for the duration of the program.

### TEAM COMPOSITION

Students, faculty and staff interested in translating their innovation and research into commercial ventures are encouraged to apply. Interested teams must meet the following criteria:

- » At least two founding members per team
- » Technical proficiency of research or innovation
- » Right to practice intellectual property

### APPLICATIONS

Interested teams should apply via the following link:  
<https://i-corps2021.questionpro.com>

Applications will be accepted on a rolling basis until July 15. For more information contact Aaron Cervantes at [arcervantes@utep.edu](mailto:arcervantes@utep.edu) or Dr. Thomas Boland at [tboland@utep.edu](mailto:tboland@utep.edu)