NSF I-CORPS LEARNING WEBINAR LOGISTICS
MARCH 26, 2015

WELCOME!

- **Starting Time?** We will begin promptly at the announced starting time (Eastern Time).
- **Webinar Audio?** US/Canada participants dial 1-800-593-8976 or 1-630-395-0366 and announce passcode: “IC0rps4L” to be joined to the audio bridge in listen-only mode.
- **Q&A Session?** Questions will be accepted via live audio and WebEx chat for reply during the announced Q&A period.
- **Captioning?** From a separate browser page go to: www.fedrcc.us/ and enter event confirmation # 2575691 to view streaming captions.
- **Handouts/Slides?** Presentation slides will be made available after the webinar.
- **To Get Help?** Send private WebEx chat to the meeting host or call WebEx at 1-866-449-0701 or 1-800-857-8777 and press 0 for technical support.
- **Feedback?** Give us your feedback at: https://www.surveymonkey.com/r/JWZVGVY.
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The Nation’s I-Corps™ “Fabric”

I-Corps™ Nodes

I-Corps™ Sites

I-Corps™ Mentors

I-Corps™ Teams and I-Corps™ L Teams

This Webinar
I-Corps™ Webinar

Agenda

- Background and Overview of I-Corps™ Teams and I-Corps™ L Teams Program
- Program Details
  - Eligibility
  - Before Submitting a Proposal
  - Preparing Your Proposal
  - Your Budget
  - I-Corps Curriculum
- Expectations
- Frequent Questions
- I-Corps™ Teams Q&A Session
I-Corps™ Teams

Some Background

- **Leverages** NSF investments in R&D
- Contributes to the nation’s **innovation ecosystem**
- **Small grants** -- focus on **sustainable scaling/commercialization** roadmap -- Addresses the “Ditch of Death”
- I-Corps awards NOT for new research –but scaling
- **Nimble review and funding** -- Immediate assessment
- Projects are **team-based**
- Process-oriented -- **Curriculum-focused**
In 2014, NSF added the I-Corps™ L Teams Program

- I-Corps L Teams focuses on learning across all STEM disciplines

- I-Corps L supports taking discoveries and promising practices from education research and development (with proof-of-concept results) and promoting opportunities for widespread adoption, adaptation, and utilization.

- I-Corps L teams will receive support - in the form of mentoring and funding - to accelerate innovation in learning that can be successfully scaled, in a sustainable manner.
Eligibility

- PI: NSF award
  (current or expired no more than 5 years ago, relevant to your innovation)
- Must have I-Corps team in place at initial contact
- Prepared for a serious time commitment
  (Consistent with start-up mentality)
- Must be available for off-site Workshops and on-site Curriculum (entire team)
First, form your I-Corps L Team

- **Principal Investigator (PI)**
  - Researcher with connection to current or previous NSF award

- **Entrepreneurial Lead (EL)**
  - Often a Post-doc or Student. Leads effort to move project forward

- **I-Corps™ Mentor (M)**
  - Domain-relevant volunteer guide
  - Proximity is better
I-Corps™ L Teams Program Details

Second, prepare a **1-Page** Executive Summary

**Critical information**

- **Team (PI, EL, M) and backgrounds**
- Relevant current/previous **NSF award**
- Description of your innovation and the potential **impact** including **current proof of concept evidence**.
- Description of the **current plan for sustainable scaling**
- **Your vision of success.** How do you define sustainable scaling for your innovation?
- Your contact information.
I-Corps™ L Teams Program Details

Third, contact NSF

Before April 15, 2015, submit your Executive Summary to:

John Krupczak
jkrupcza@nsf.gov
I-Corps™ L Teams Program Details

What will happen next?

1. Someone will contact you to set up an **initial telephone conference call** that includes your entire team and NSF staff responsible for I-Corps.

   *If this interview part of the process goes well . . .*

2. A **final conference call** will be set up with your team, the NSF staff and a group of Instructors from the I-Corps Program. If this part goes well, you will be asked to submit a proposal.
I-Corps™ L Teams Program Details

Then, you submit your Project Proposal

- Read solicitation (I-Corps Teams Program, NSF 12-602)
  
  *(but don’t submit before completing the initial processes and obtaining written authorization from Cognizant I-Corps PD to submit proposal – sent after final phone interviews)*

- 5-page proposal
  - Team (1/2 pages)
  - NSF Prior Award Lineage (1/2 Page)
  - Innovation and Proof-of-Concept Data (2 pages)
  - Potential Impact (1 page)
  - Current Project Scale and Sustain Plan/Demo (1 page)

- Rolling process, FCFS

- 4-week turnaround to award, *Internal Review*
$50 K per award

- Capped at 10% IDC ($5K)
- $45K in direct costs (includes travel for three team members to two immersion sessions plus registration fee)
What happens next? It’s all about education.

Immersion in the Teams Curriculum

- Pioneered by Steve Blank at Stanford
- Uses what we learned about building Lean Startups and Evidence-Based Entrepreneurship adapted for Educational Innovations.
- The curriculum is team-centric and emphasizes customer discovery and development, risk assessment, lessons learned, agility and evidence-based strategies for innovation transfer.
- Investigate: End users, user needs, alignment with needs, identify key partners, competition, costs.

Photo Courtesy of Steve Blank
http://steveblank.com/
Program Details Specific Dates 2015

- **Week 1:** Attend 3-day intensive course in Washington DC Area.
  - **July 8-10** (arriving the day prior to course start)

- **Week 2-6:** Immediate follow-on Return home
  - **July 16, 23 30, Aug 6, 13**
  - (Thursdays, 1-4 p.m. Eastern): web-based discussions
  - Customer discovery
  - Interview at least 100 potential customers/users
  - AT LEAST 15 hours of prep per week per team member

- **Week 7:** Attend 2 days of Lessons-Learned in Washington DC Area
  - **August 24 – 25** (arriving on Sunday the 23rd)
  - Present innovation scale and sustain disposition: Go/No Go
  - Scaling Roadmap: Assuming Go
  - **Beyond Week 7:** Teams proceed with plan (if Go).
I-Corps™ L Teams – Example -Team 19

SeaMATE

MPC
Monterey Peninsula College

UW Robotic Kits

Lesson and Activity Book

Assumed: Supply Underwater Robot Kits to Educators.

Discovered: Professional Development Robotics Certification for Teachers
Assumed: Users were parents seeking developmental edge.

Discovered: Parents of “late talkers.”
I-Corps™ L Teams – Expected Outcomes

• **Challenge** NSF education researchers to think beyond their research results and toward broader adoption of STEM education and learning innovations
• Encourage proposals that take discoveries and promising practices from education research and development and promote opportunities for widespread adoption, adaptation, and utilization.
• Getting the best evidence-based practices out to potential adopters where those practices can benefit large numbers of students or learners, rather than just in a few classrooms or informal learning organizations, requires an entrepreneurial approach.
• Through I-Corps L, the tools of evidence-based entrepreneurship can benefit educators and researchers by helping them to identify approaches that are effective in STEM teaching and learning.
• Increased impact of NSF-funded basic research
• Strengthen the nation’s innovation ecosystem
I-Corps™ Teams

Some Common Questions

• What can be included in direct costs?
  – ~$10K in travel and registration for two trips to course-site for entire team (depending on proximity)
  – Stipend for Entrepreneurial Lead
  – Travel costs to customers/partners/stakeholders
  – Materials, software, licenses, etc for improving prototype or demo, as appropriate

• Unallowable:
  – Stipend/consulting fees for I-Corps Mentor or PI
  – Legal Fees (Startup, IP protection)
I-Corps™ Teams

Some Common Questions

Who makes a good mentor?

- Someone who has business expertise in your sector (education and learning) and has entrepreneurial experience

- Someone with the right “rolodex” – knowledgeable contacts in your area are critical for “getting out of the lab”

- Contact your Tech Transfer Office for ideas
More Information

• I-Corps™ L - Dear Colleague Letter (DCL) NSF 15-050

• ASEE I-Corps™ for Learning website:
  http://www.asee.org/i-corps-l/about

• I-Corps™ Teams Solicitation:

• I-Corps™ website:
  www.nsf.gov/i-corps
Questions?
Further follow-up:

jkrupcza@nsf.gov
Thanks!