

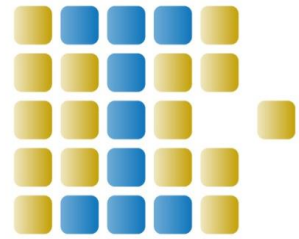
NSF I-CORPS LEARNING WEBINAR LOGISTICS

MARCH 26, 2015

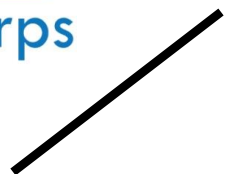
WELCOME!

- **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: “ICOrps4L” 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/JWZWGVV>.

Because of high call volume for today's Webinar, we will begin at 3:05 (Eastern Time) to give folks time to connect.



CORPSTM - **L**
NSF Innovation Corps

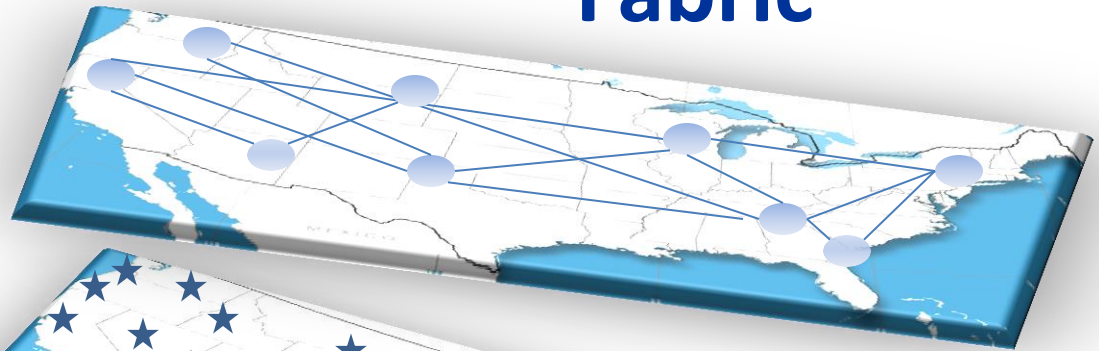


I-Corps for Learning Teams

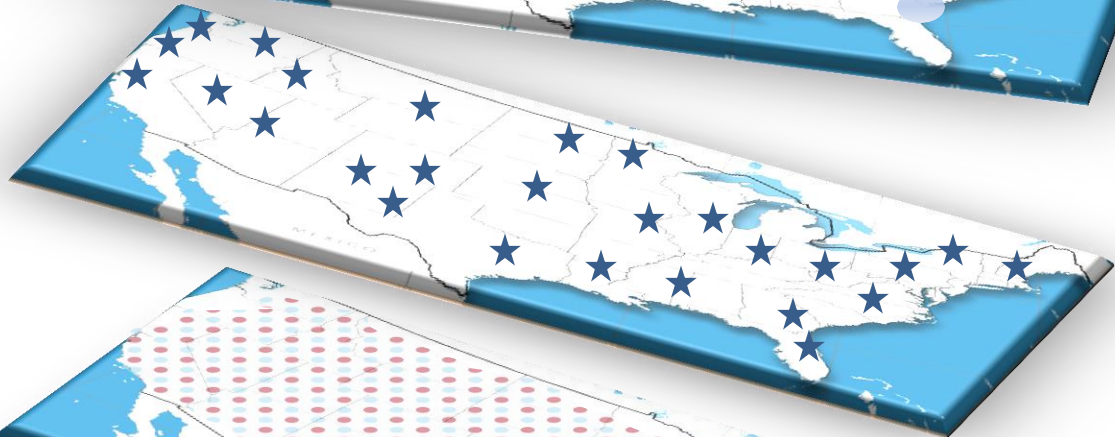
In order to hear the audio portion of this presentation:
for callers **inside the USA**: call : **1-800-593-8976**
Announce passcode: **ICOrps4L**

The Nation's I-Corps™ “Fabric”

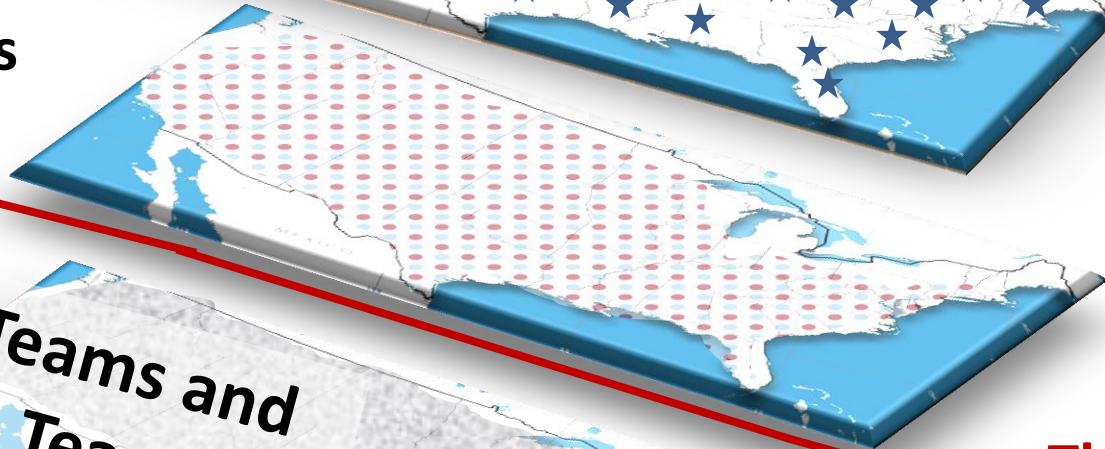
I-Corps™ Nodes



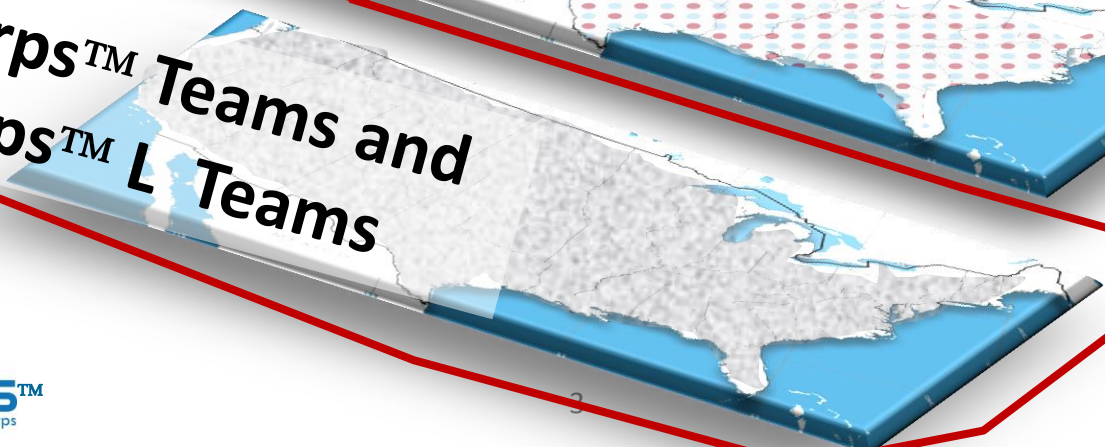
I-Corps™ Sites



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.

I-Corps™ L Teams Program Details

Eligibility



Credit: © 2011 JupiterImages Corp.

- **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)

I-Corps™ L Teams Program Details

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



Credit: © 2011 JupiterImages Corp.



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
jkupcza@nsf.gov

I-Corps™ L Teams Program Details

What will happen next?

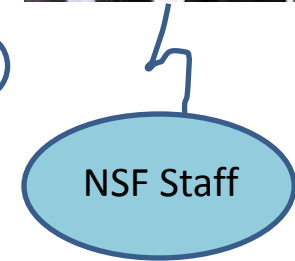
1. Someone will contact you to set up an **initial telephone conference call** that includes **your entire team** and NSF staff responsible for I-Corps.

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

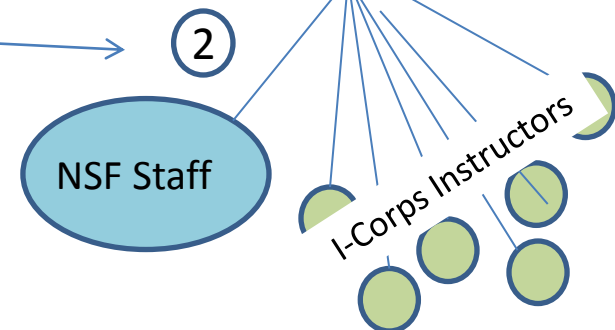
2. A **final conference call** will be set up with your team, the NSF staff and a group of Instructors from the I-Corps Program. If this part goes well, you will be asked to submit a proposal.



1



2



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**

I-Corps™ L Teams Program Details

What about your proposal's Budget?

\$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)

NUMBER OF PARTICIPANTS (0 - 6)	TOTAL PARTICIPANT COSTS	0
6. OTHER DIRECT COSTS		
6.1. MATERIALS AND SUPPLIES		0
6.2. PUBLICATION COSTS/DOCUMENTATION/DISSEMINATION		0
6.3. CONSULTANT SERVICES		0
6.4. COMPUTER SERVICES		0
6.5. SUBAWARDS		0
6. OTHER		45,000
TOTAL OTHER DIRECT COSTS		45,000
H. TOTAL DIRECT COSTS (A THROUGH G)		45,000
I. INDIRECT COSTS (F&A)(SPECIFY RATE AND BASE)		
TOTAL INDIRECT COSTS (F&A)		5,000
J. TOTAL DIRECT AND INDIRECT COSTS (H + I)		50,000
K. RESIDUAL FUNDS		0
L. AMOUNT OF THIS REQUEST (J) OR (J MINUS K)		50,000
M. COST SHARING PROPOSED LEVEL \$	0	AGREED LEVEL IF DIFFERENT \$
FOR NSF USE ONLY		
INDIRECT COST RATE VERIFICATION		
Date Checked	Date Of Rate Sheet	Initials - ORG

I-Corps™ L Teams Program Details

What happens next? It's all about education.

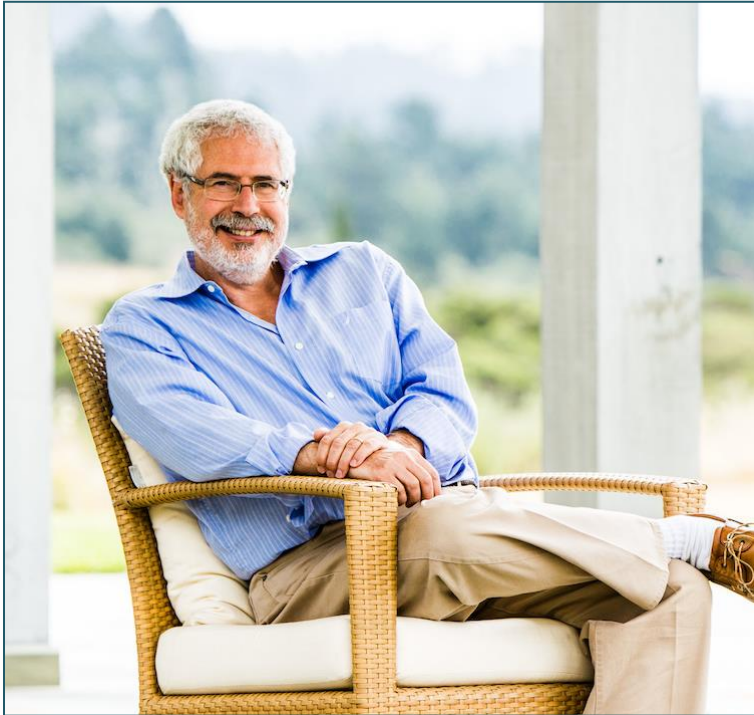


Photo Courtesy of Steve Blank
<http://steveblank.com/>

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.

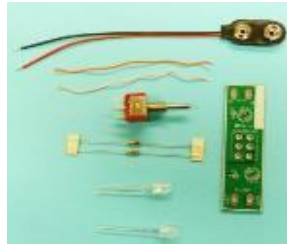
Program Details Specific Dates 2015

- 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).**

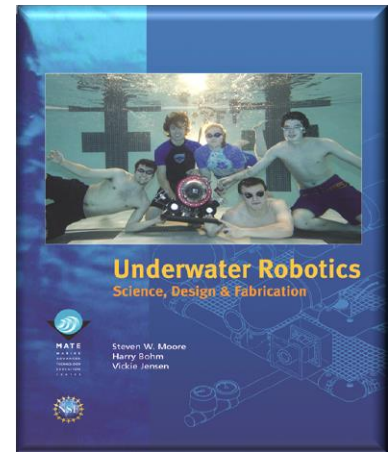
I-Corps™ L Teams – Example -Team 19



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UW Robotic Kits

Lesson and Activity Book

**103
Interviews**

Assumed: Supply Underwater Robot Kits to Educators.

Discovered: Professional Development Robotics Certification for Teachers

I-Corps™ L Teams – Example -Team 24



Cognitive ToyBox

Science-Backed Games to Promote Language Acquisition



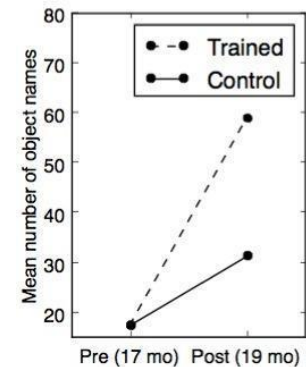
Brenden Lake
(PI)



Tammy Kwan
(EL)



Jen van der Meer
(M)



109
Interviews

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-CorpsTM L - Dear Colleague Letter (DCL) NSF 15-050
<http://www.nsf.gov/pubs/2015/nsf15050/nsf15050.pdf>
- ASEE I-CorpsTM for Learning website:
<http://www.asee.org/i-corps-l/about>
- I-CorpsTM Teams Solicitation:
<http://www.nsf.gov/pubs/2012/nsf12602/nsf12602.htm>
- I-CorpsTM website:
www.nsf.gov/i-corps

Questions?



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Further follow-up:

jkrupcza@nsf.gov





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Thanks!