

Smart Start Course Application

Thanks For Your Interest!

Smart Start is for faculty, program administrators, and graduate students interested in designing innovations that promote learning in STEM at all levels, from P-12, undergraduate and graduate education, and in the STEM workforce. The course will change how you think about designing and creating education-related products, services, and programs.

As a preview of the 7-week, intensive, I-Corps L training, Smart Start is an active (and interactive) experience. Participants will conduct interviews with prospective users, learn how to plan for impact using a model proven successful with new innovations, and meet with course instructors to discuss progress and next steps. Each participant will need to commit 10 hours to completing readings, videos, interviews, and assignments.

Apply to Smart Start as a team by completing the following questions. Preference will be given to teams of two or three participants. This application should be completed **ONLY** by the primary contact for the team. For more information, contact Dr. Rocio Chavela (r.chavela@asee.org).

Dr. Karl Smith
Dr. Dean Chang
Smart Start Lead Instructors

NOTE: The following application is not extensive, but it must be completed in one sitting. Once you leave the link, you can't return to the survey. You may preview the survey by clicking "YES" below, then return once you have the application information. A pdf of the application is on the ASEE website that took you to this link.

* Are you the primary contact for your Smart Start team?

☐

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Smart Start Team Application (1/2)

Submit only one application per team.

* Please provide the following information.

Your Name

Your Team's Name

Your Institution

Your Phone Number

* Please provide your email address

Please provide the following for Team Member #2 (if applicable)

Name

Institution

**Role (PI, Program
Administrator, Grad
Student, etc.)**

Email Address

Phone Number

Please provide the following for Team Member #3 (if applicable)

Name

Institution

**Role (PI, Program
Admin, Grad Student,
etc.)**

Email Address

Phone Number

* I confirm that I have communicated course requirements to each person listed above and we each commit to 10 hours aside from instructional completing interviews, readings/videos, assignments, and office hours.

- ☐ Yes, we each commit to 10 hours outside of course instruction.
- ☐ No, we cannot all commit to 10 hours outside of course instruction.

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Confirm Email Address

* Is this your correct email address? [q2]

☐ Yes

☐ No, I need to edit this address.

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Smart Start Application (2/2)

- * Please provide a brief description of the innovation you wish to develop during the course. Your innovation can be at any stage of development from conception to fully implemented and be targeted for any age or grade level, and it can be a product, service or program, or both, for any educational setting (e.g., classroom, informal, etc).

- * Please identify which of the stages below best describe the status of your innovation today. You may select up to two responses.

- ☐ Early Stage 1: Our team has a concept . We have not conducted much, if any, customer discovery.
- ☐ Early Stage 2: Our team has a product, program, or service that has been successfully implemented. We haven not conducted much, if any, customer discovery.
- ☐ Customer Discovery: Our team has conducted extensive customer discovery, identified value propositions that align with customer segments, and has found product/market (or problem/solution) fit.
- ☐ Sounding the Business Model: Our team has completed the Business Model Canvas (or a business model) and have tested or are testing the various pieces with business experts and/or potential buyers, investors, or funders. We might have made a handful of sales, but not necessarily.
- ☐ Gathering Evidence (Sales): Having sounded our model with experts, perhaps making adjustments, we are now implementing it. We have made at least 10 sales—enough to show that the innovation concept and business model work.
- ☐ Gathering Evidence (Grants): Having sounded our model wiht experts, perhaps making adjustments, we are now implementing it. We have not made sales and may not in the future, but we have been awarded one or more grants (beyond initial NSF funding) to develop and implement our innovation. Grant funds cover user costs—beneficiaries of the innovation don't pay.
- ☐ Scaling: Having successfully demonstrated the efficacy of our model, our team now focuses on scaling the innovation through sales, investor funding, institutional or corporate adoption, and/or continued grant support.

Briefly explain your response by noting the level and nature of activity related to your innovation so far.

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Thank You!

We will contact you soon.