

I-Corps for Learning

This is an extract from the Course Syllabus document pages 23-25.

10-minute Lessons Learned Presentation

- Slide 1:** Team Name & a few lines of what your initial idea was and the size of the opportunity
- Slide 2:** Team members – name, background, expertise and your role for the team
- Slide 3:** Business Model Canvas, Version 1. Here was our original idea.
- Slide 4:** So here's what we did (explain how you got out of the building)
- Slide 5:** So here's what we found (what was reality) so then, ...
- Slide 6:** Business Model Canvas, Version 2. We iterated or pivoted... explain why and what you found.
- Slide 7:** So here's what we did (explain how you got out of the building)
- Slide 8:** So here's what we found (what was reality) so then...
- Slide 9:** Business Model Canvas Version 3. We iterated or pivoted... explain why and what you found.
- Slide 10:** Etc., etc., etc.

Penultimate slides should be all the canvas slides, repeated one after another

Final Slide: Should clearly convey your “Go” or “No Go” decision and should include links to your Story and Technology videos on YouTube.

Somewhere in your slide deck, you need to touch on the following:

- Market Size diagram
- Customer Archetypes diagram
- Customer Workflow diagram
- Distribution Channel diagram
- Competitive Players
- Revenue Model diagram

Your presentation should also contain links to your videos (*Lessons Learned* and *Technical*) on YouTube

Sample presentations from previous cohorts will be made available to you for reference at <http://www.asee.org/i-corps-l/resources>.

2-Minute Lessons Learned / Story Video

Create a two-minute video that tells a story. This is not a demonstration of scientific prowess. We want to hear about your journey through the NSF I-Corps-L as it relates to your business. The more specific you can make it, the more specific details you can include, the more specifically you can describe answers to the question below, the better. Here's a quick outline that should aim you in the right direction:

- What are your names and what is your teams' name? Introduce yourselves. Pan the camera around your office so we can see where you work.
- What scientific discipline are you working in?
- When you started the class, what was the most important thing you thought you would have to do to successfully launch a scalable startup? How do you feel about that now?
- Thinking back across the class, who was the most interesting customer you met and where did you meet them? What happened?
- Now that the class is over, what was the most surprising thing you learned in the class?

Please do not spend any time thanking the instructing team or the NSF. This video is about your company and about you. Time limit is 2 minutes, so keep it short and to the point. And no need to get high tech. Grab an iPhone and shoot with the camera.

Note that **everyone should have video editing software on their laptops so that we can make edits and adjustments to your video during our day together**, and so you can work on this in the evening too.

Sample presentations from previous cohorts will be made available to you for reference at <http://www.asee.org/i-corps-l/resources>.

1-Minute Technical Video

NSF and the I-Corps-L teaching team would also like you produce a short, technically focused video appropriate for a technically educated audience. This assignment challenges you to use what you have learned to concisely describe the technical aspects of your project with the value proposition and customer archetype in mind. The ability to do this effectively will be critical when making future pitches or if applying for SBIR.

This will **not** be part of your final presentation, but you will make them publicly available for viewing. NSF will also retain this video as a record of where the technology stands today.

Consider the audience for this video to be people who are technically well versed enough to understand your project, your process, your lab, your equipment, and your approach at a general level; perhaps like someone you might meet at a technical conference focused on your general area of expertise. This video is a great place to include hero shots of your testing apparatus, your lab filled with bubbling chemistry experiments, or awesome computer graphics simulations of your experiments running on the International Space Station in zero gravity.

Sample presentations from previous cohorts will be made available to you for reference at <http://www.asee.org/i-corps-l/resources>.

Basic Video Production Tips:

Your videos do not require high production value. You need not purchase fancy recording equipment or expensive editing software. You *DO* need to adequately convey your message. Here are a few things you can do – for free – to improve the quality of your video.

Audio:

- Find a quiet space or reduce competing noise before recording (listen for ventilation systems, machinery humming, wind, background activity)
- Get the microphone as close to your subject as possible
- Have subjects speak toward the camera as much as possible
- If you add background music, make sure that it complements, not distracts from, your presentation (and if it's too loud, it will definitely distract!)

Lighting:

- Make sure there is adequate light where you are recording. When in doubt, go brighter.
- For interview subjects, alter the lighting, or identify an interview location, where the subject will be lighted equally on both sides (otherwise one side of the subject will be in shadow and the contrast enhances the perception of darkness)
- If you shoot outdoors, make sure that the sun doesn't shine directly in your subject's eyes or directly into the camera

Presentation:

- Smile and show your enthusiasm for your subject
- Before you start talking, take a deep breath, pause and smile – this not only will prepare you for recording but will provide a natural spot to trim off any excess video during editing
- Speak slowly and clearly.
- Use hand gestures if you like, but not too wildly.

Other production tips:

- Use a tripod, or rest the camera on a stable platform to ensure that the video is steady and not crooked
- Consider recording some segments twice – once close up and once farther away, so in the “editing room” later, you may cut together the shots to provide some variety, or you can select the version for which picture and audio turned out best

Looking to use free editing software?

- iMovie comes free with Apple hardware
- PC users can download a free, 30-day trial of Camtasia: www.camtasia.com