



## Innovation Corps (I-Corps) Program

# Transition your technology idea from the lab to the marketplace

## About I-Corps

The I-Corps program is an initiative developed by the National Science Foundation (NSF) that teaches researchers and innovators how to evaluate a technology or idea for the marketplace. An important goal of the I-Corps program is to encourage technical entrepreneurship and teach teams how to think about commercialization. The I-Corps program at University at Buffalo provides resources to teams in the form of curriculum on market assessment, entrepreneurial mentoring, and other assets needed to transition ideas, devices, processes or other intellectual activities into the marketplace. In this program, teams will get out of the laboratory/university and engage in conversations with a variety of people connected to the deployment and use of the technology, product or service.

## Benefits of I-Corps

The program may assist you in broadening your network, discovering a market not previously considered, increasing the probability of grant success or even quickly eliminating non-commercial research tracks. This program could assist in kickstarting a new business and/or gain a licensing agreement. Additionally it could assist you in preparing for the NSF's National I-Corps Program. Most of all, you will walk away with knowledge of how to assess the commercial viability of any new technical advancement.



University at Buffalo

Business and Entrepreneur  
Partnerships

Research and Economic Development

## ELIGIBILITY & REQUIREMENTS

### Affiliation

- UB faculty member
- UB student or group working with a UB faculty member
- Group closely affiliated with a UB organization or program
- Staff, clinician, faculty or student of an Innovation Hub Partner Institution

### Technology

I-Corps is ideal for a technology or idea in alignment with what the NSF typically funds as part of its mission, however is open to all technology areas.

I-Corps is perfect for:

- Early-stage projects looking to assess a commercial opportunity
- University researchers that are in the process of or have filed an invention disclosure
- SBIR/STTR Phase I awardees
- Companies looking to spin-out new technologies

### Commitment

Each I-Corps team attends several class meetings (each 1-2 hours, totaling around 8 hours), mentor/teaching team meetings, and a final presentation session.

In between sessions, team members are expected to commit several hours per week to market research, customer discovery and other commercialization- focused activities.

The program culminates in a presentation by each team on how business ideas have developed throughout the program as a result of obtaining 25+ customer discovery interviews.

*I-Corps is a prerequisite for the **Buffalo Innovation Accelerator Fund** as it strengthens the proposal by providing insights on the market and commercial potential.*

buffalo.edu/icorps

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