

SPRING 2018 – CUNY I-CORPS SHORT COURSE



What is the CUNY I-Corps Short Course?

The CUNY I-Corps Short Course is a 4-week Innovation Corps (I-Corps) program utilizing the Lean Launchpad Methodology. Teams will 'Get out of the Building' and talk to potential customers to discover how their technology could effectively 'solve' customers' unmet needs. The curriculum will focus on customer development and the Right Hand Side of the Business Model Canvas. This program not only helps teams commercialize their specific research, but also teaches researchers how to consider their work from the perspective of market needs.

When is the Short Course?

Kickoff (in person):

Tuesday, April 10
Thursday, April 12

WebEx (online):

Tuesday, April 17
Tuesday, April 24

Finale (in person):

Tuesday, May 1

Who can participate in the Short Course?



Technology should have been developed at CUNY. Teams should comprise of the following members:

- **Entrepreneurial Lead**, a student with relevant knowledge of the technology
- **Technical Lead**, a faculty member with deep and direct technical expertise in the actual core technology
- **Industry Mentor**, an experienced or emerging entrepreneur

Why should I participate in the Short Course?

Students will:

- Build relationships with experienced entrepreneurs and investors who can help you bring your product to market
- Identify commercial potential for your technology
- Increase probability of grant success and/or raising venture capital
- Be prepared to be entrepreneurially competitive

Applications are due **Monday, March 12, 2018** at <http://www1.cuny.edu/sites/icorps/apply/>

Need help with the application? Don't have a team? Other questions?

Email us CUNYICorps@cuny.edu

