

# NSF I-CORPS REGIONAL COURSE

NSF I-Corps Regional Courses are for university affiliated researchers, scientists, student entrepreneurs, and early-stage startup founders working in STEM fields who are interested in exploring the market potential of a deep technology innovation they've been working on, and learning entrepreneurial skills.

Participants learn how to “get out of the lab” and talk to potential customers. The goal of the course is to determine if they are solving a real-world problem with a sizeable market opportunity. In addition to providing entrepreneurial training, this program helps researchers identify new ways to apply their current or future research to solve real-life challenges.

## How It Works

The course is conducted entirely online and spans over 3.5 weeks. The course structure includes six class meetings (1-2 hours long), two 1:1 instructor “check-ins” (15-30 minutes), and several sets of self-directed, online learning activities paired with asynchronous videos.

During the first week, teams learn how to:

1. Identify their top customer segments
2. Develop hypotheses about the value proposition they offer each customer segment
3. Find and effectively interview potential customers about their problems/needs

Over the subsequent two and a half weeks, teams conduct 30 customer discovery interviews by video or phone conference, and join coaching calls with instructors to share progress and receive coaching.

In the final class, teams present their findings, receive more coaching, learn about other local entrepreneurship programs, and receive more information about applying for the national I-Corps Teams program, and SBIR/STTR grants.

Teams of 1-3 people can apply, with eight to ten teams being accepted per regional course cohort.

Learn More & Apply Today:  
[unycorps.org/regional-courses](https://unycorps.org/regional-courses)



UNY I-Corps Node