

New I-Corps™ Initiative for Small Businesses

July 2, 2014 12:30 – 2:00 pm EST

For audio, dial in: 855-244-8681

Meeting ID: 739 878 799

For Technical Support, call **866-229-3239** and choose **option 1**



No audio? Dial 855-244-8681 Meeting ID: 739 878 799

Submit Your Questions

- Submit your questions any time via the Q&A box on the right-hand side of your screen.
- If you do not see the Q&A box, you can expand it by hovering over the **green bar** at the top of your screen and clicking the Q&A button.



- **Please submit questions of a general nature via the Q&A Box with no proprietary information.**
- **Please be advised we will not answer questions specific to your project in this webinar.**
- **The webinar slides, audio recording, and Q&A will be published to the website, <http://sbir.cancer.gov/icorps>**
- **All webinar registrants will be emailed links to access webinar slides, audio recording, and Q&A**

New I-Corps™ Initiative for Small Businesses

July 2, 2014 12:30 – 2:00 pm EST

For audio, dial in: 855-244-8681

Meeting ID: 739 878 799

For Technical Support, call **866-229-3239** and choose **option 1**



No audio? Dial 855-244-8681 Meeting ID: 739 878 799

- **Background and overview of I-Corps @ NIH**
 - Michael Weingarten, Director of NCI SBIR Program
- **The I-Corps Model: How to Make Startups More Successful**
 - Steve Blank, Serial Entrepreneur and Developer of the I-Corps/Lean Launchpad methodology
- **I-Corps @ NIH Funding Opportunity Announcement and application proces**
 - Andrew Kurtz, Team Leader and Program Director NCI SBIR Program
- **Questions and Answers**

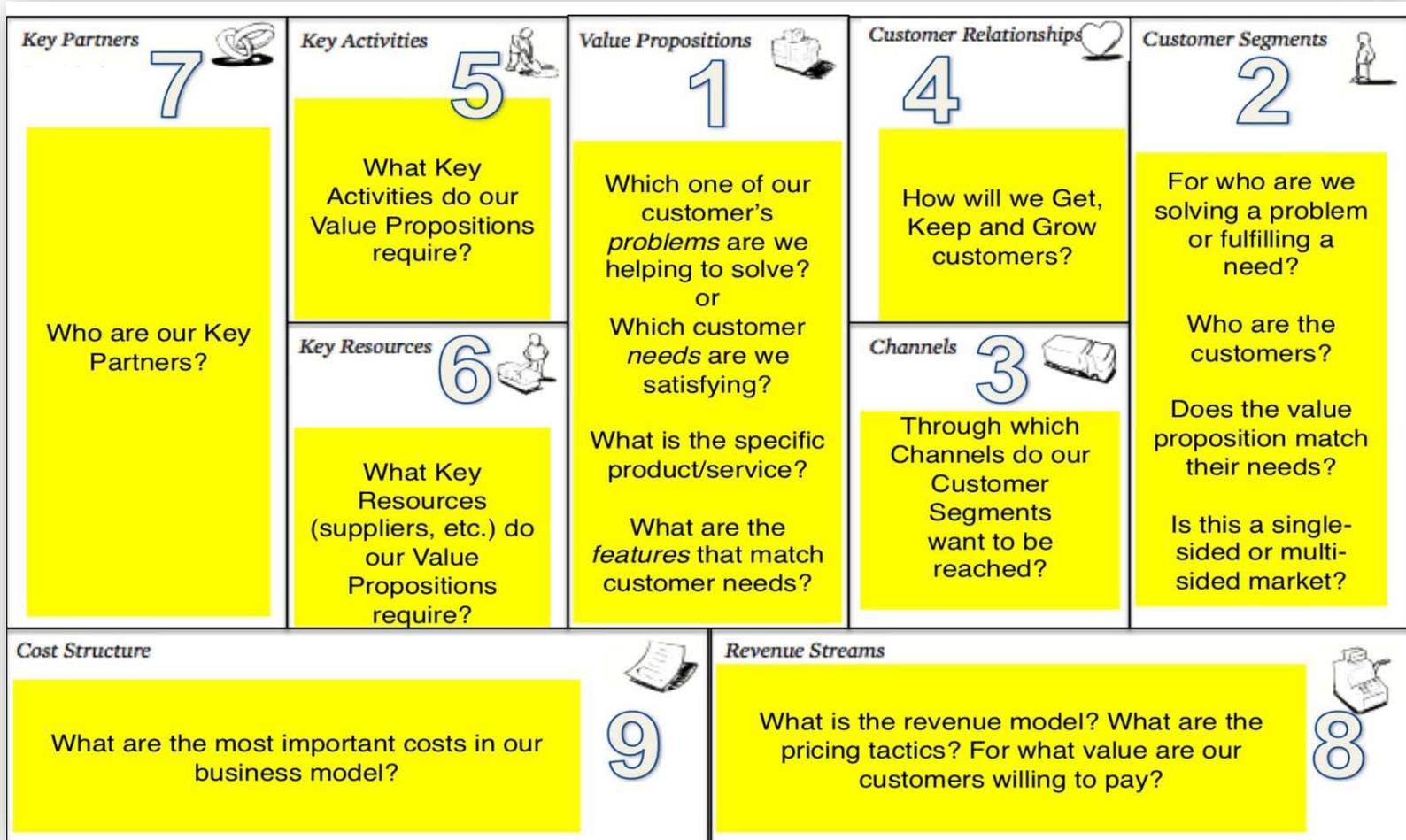
- **A pilot program that's a partnership between NSF and NIH.**
 - 4 participating NIH Institutes
 - NCI, NHLBI, NINDS, NCATS

- **Goal – to accelerate development of biomedical technologies into viable products & services.**

- **A nine-week business strategy boot camp**
- **Teams are “taught” and guided by a group of experienced faculty (e.g., serial entrepreneurs, venture capitalists, etc.)**
- **Develop a viable business model around their technology focusing on key questions like their value proposition and revenue model.**

- **Process: gather as much information and insight as possible by conducting 100 interviews with potential customers and partners.**
- **Adjust business strategy based on direct customer feedback.**
- **Use of “Business Model Canvas” provides a framework for analyzing information to determine if there is a product/market fit.**

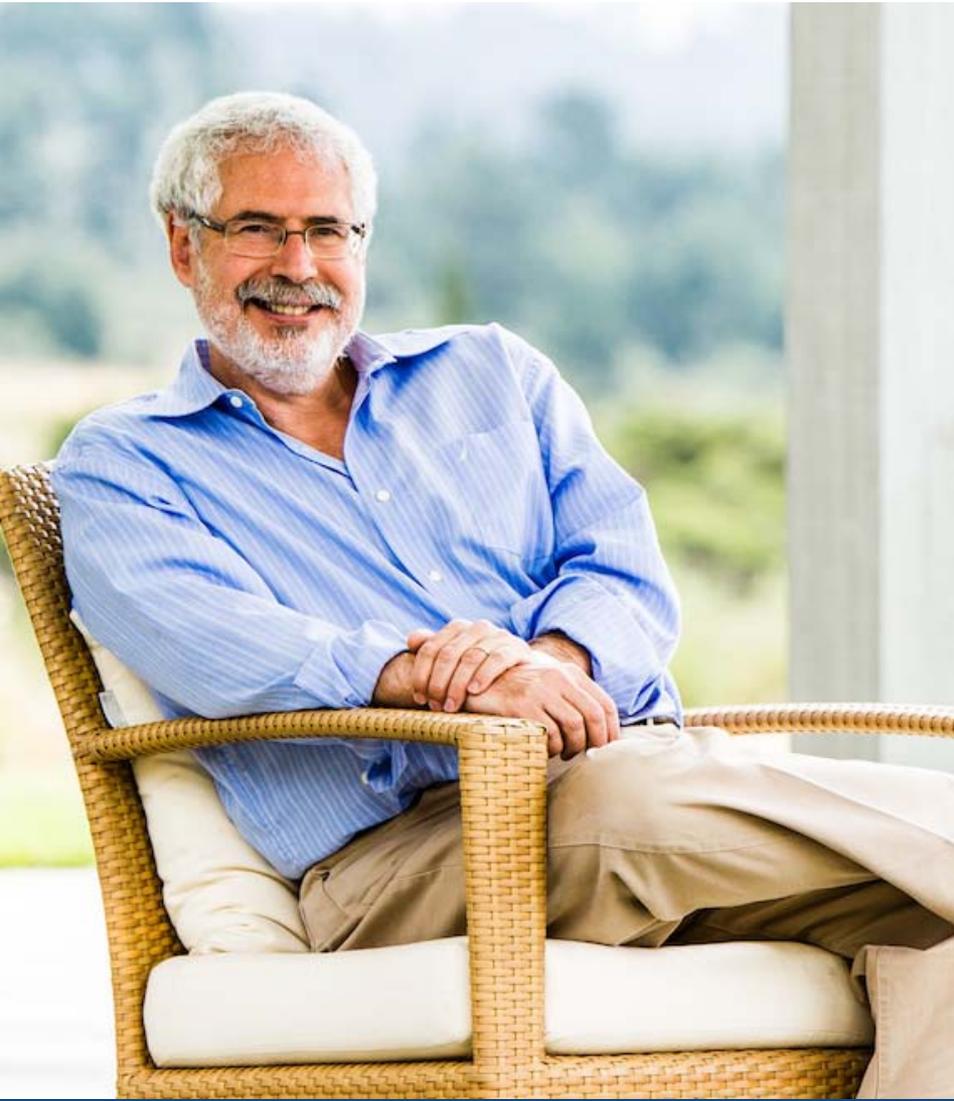
I-Corps Business Model Canvas



- **I-Corps will also help SBIR companies:**
 - Assess their intellectual property, reimbursement, and regulatory risks before they design and build prototypes
 - Evaluate the potential of their product for clinical utility at an early stage
 - Identify financing vehicles before they are needed

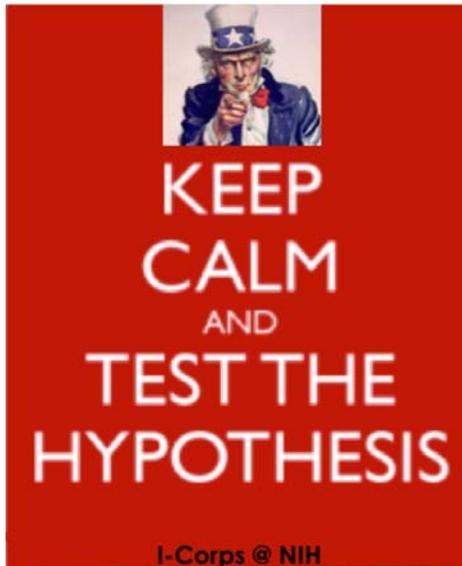
- **Since July 2011, NSF has been offering I-Corps to over 300 teams from 100 universities**
- **NSF's program has been focused on academic teams at the pre-company phase**
 - More than 40% have gone on to start companies
 - Teams have achieved a high success rate when competing for SBIR awards.

Steve Blank



- **21 years / 8 startups**
- **13 years @ Berkeley, Columbia, Stanford, & UCSF**
- **Developed the Lean LaunchPad/NSF I-Corps methodology**

I-Corps @ NIH



Michael Weingarten – NIH
Steve Blank, Todd Morrill, Karl Handelsman, Allan May

Official Announcement

“...accelerate the translation of biomedical research to the marketplace by providing training to NIH-funded SBIR and STTR grantees...”

What It Means

**We Know How to Make Startups
More Successful**

How?

**10-week *Entrepreneurial Immersion* course
to reduce commercialization risk for
Therapeutics, Diagnostics and Devices**

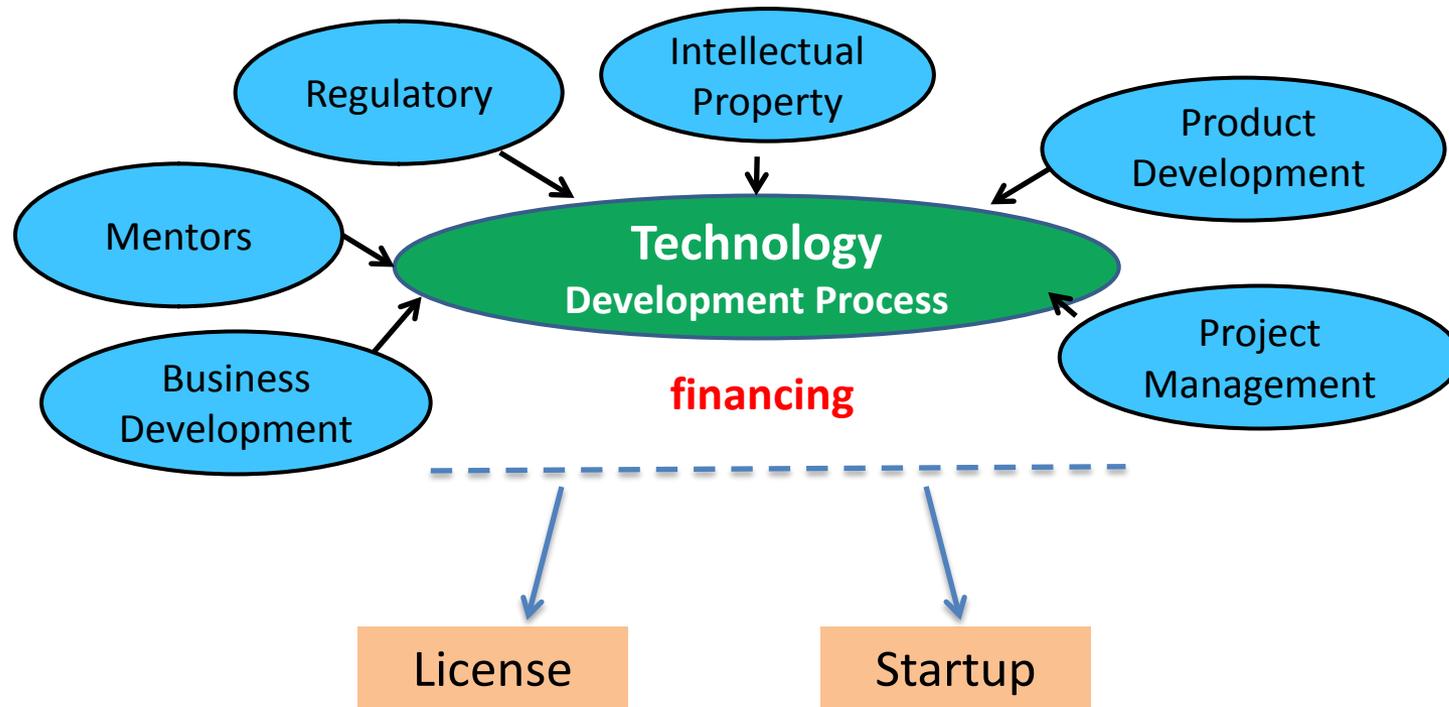
Commercialization

Commercialization Insights

- Commercialization efforts have two components
 1. The science/technology
 2. The business model
- Current Commercialization efforts focus on #1
- Successful efforts require the team to do both

Current Thinking about Translational Medicine

Use Outside Consultants

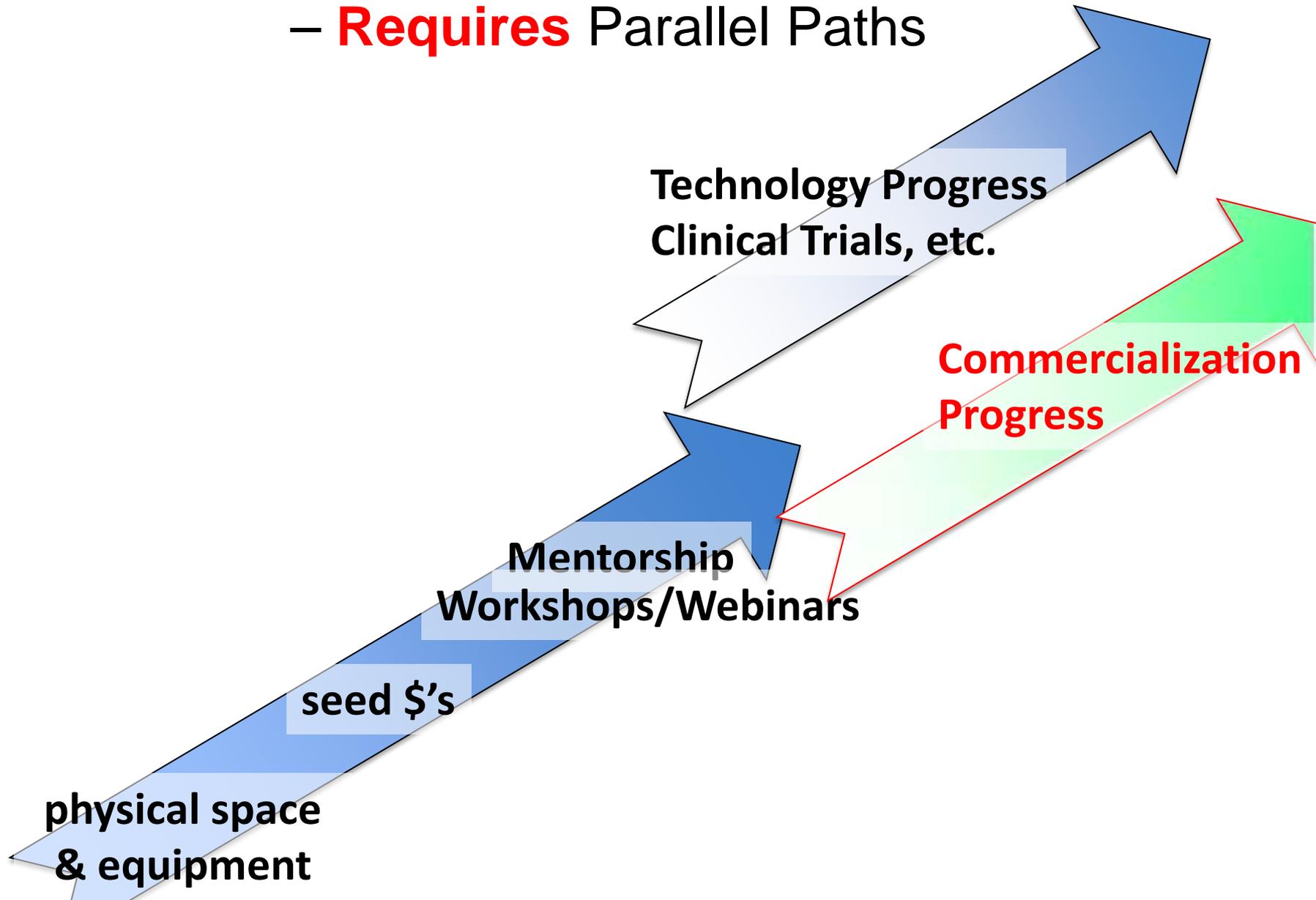


Insight

Add a Formal Path for Commercialization Evidence

Accelerating Commercialization:

– **Requires** Parallel Paths



Answers to Hypotheses are **Outside** Your Lab

- You may be the smartest person in your lab
- But you are not smarter than the collective intelligence of your potential customers, partners, payers and regulators
- You can't learn this by reading papers or listening to lectures

Need a **process** for hypotheses testing

Vitruvian



Preventing Hernias Before They Happen

- Prevent incisional hernias via wound healing
 - Biocompatible microparticles + fibrin sealant
- Team:
 - Dr. [Hobart Harris](#) UCSF Chief of General Surgery
 - Dr. [David Young](#), UCSF Prof Surgery
 - [Cindy Chang](#), Enzymologist

"It Saved Us Several Years"

Week 2 - Vitruvian Therapeutics
Student Learning

Lean Launchpad for Life Sciences & Healthcare

Recorded Live at the NSF I-Corps
University of California, San Francisco



Video:

"It Saved Us Several Years"

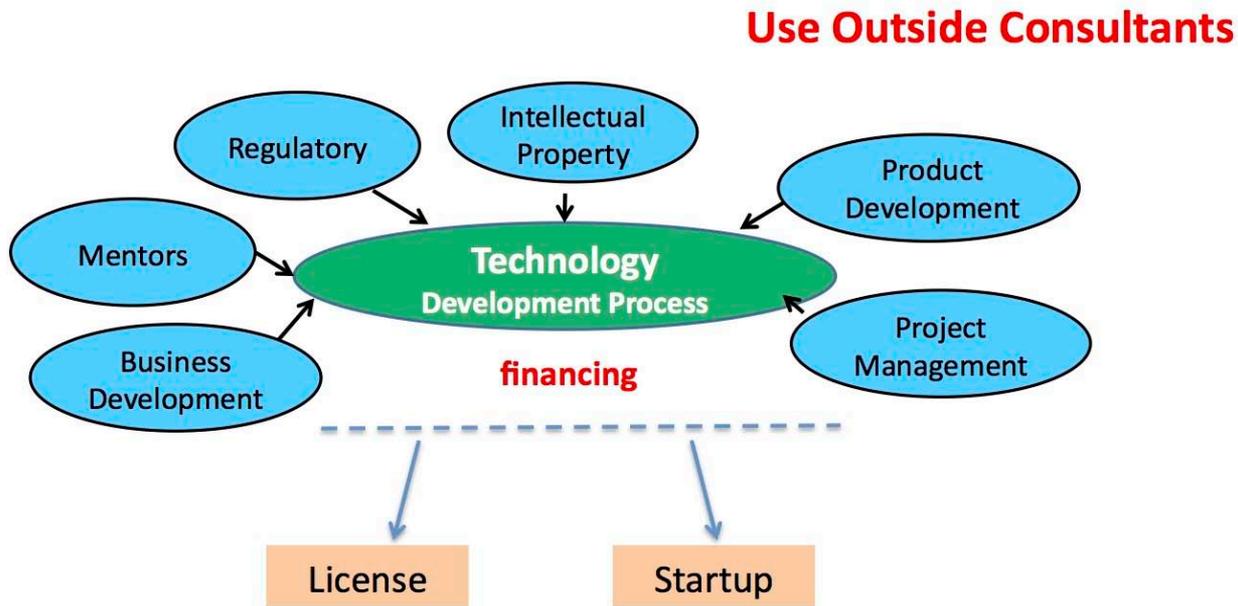
Week 2 – Vitruvian Therapeutics
Student Learning

<http://vimeo.com/76660776> 

Insight

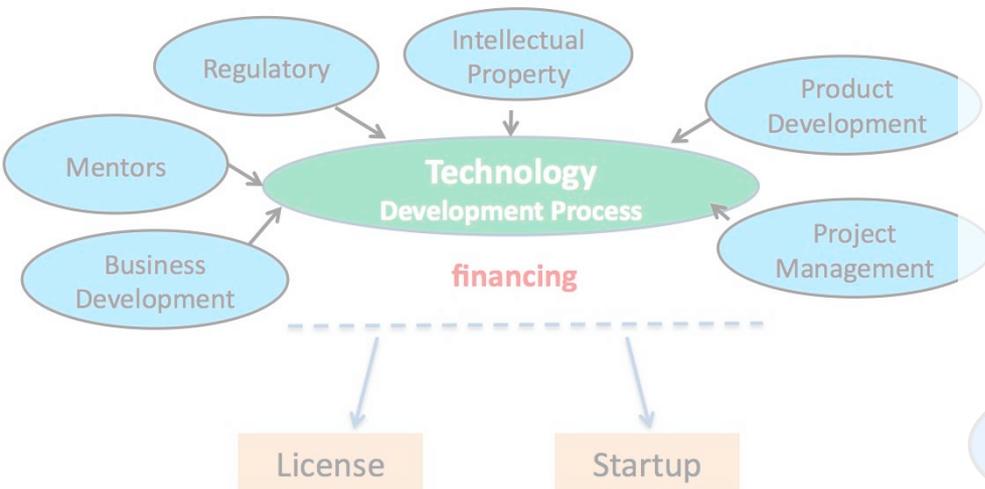
**Commercialization Evidence
Require Outward Focus**

Add Evidence-based Commercialization

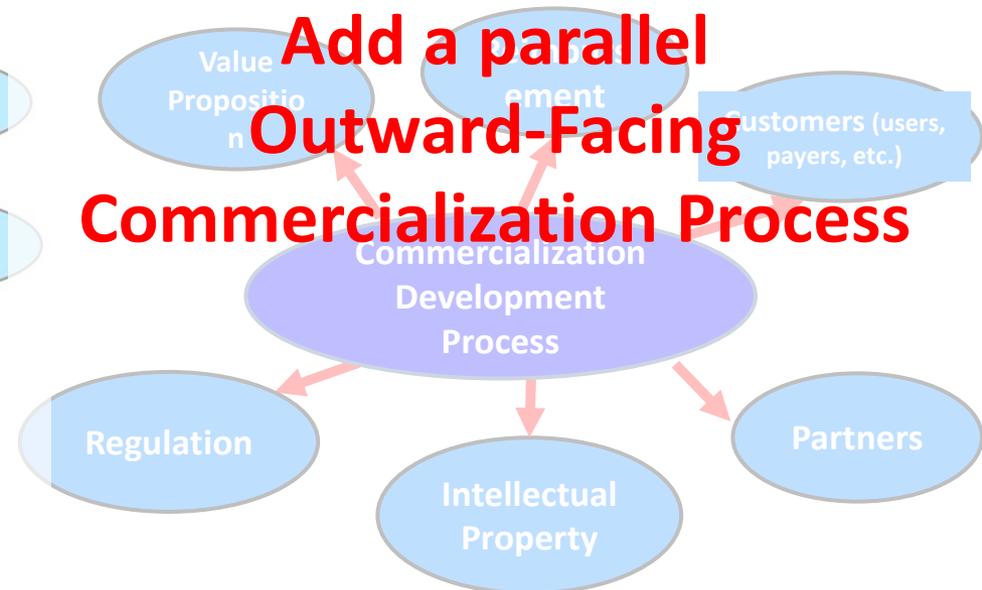


Inward-facing

Add Evidence-based Commercialization

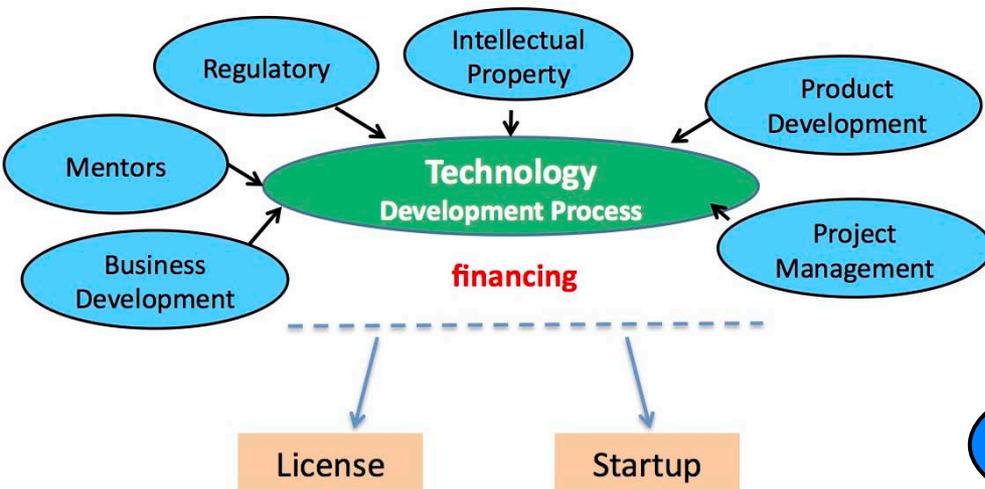


Inward-facing

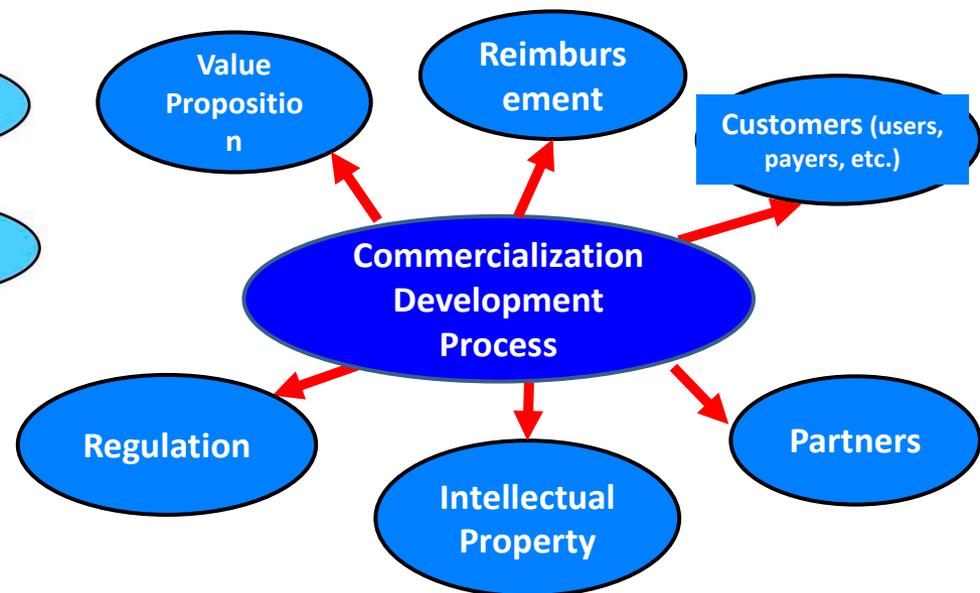


Add Evidence-based Commercialization

**Outward-facing
By the Founding Team**



Inward-facing



Commercialization affects your biological and clinical hypotheses

- As you validate the commercial hypotheses you make substantive changes to one or more parts of your initial business model
 - clinical utility, who the customer is, data and quality of data, how reimbursement works, what parts of the product is valuable, roles of partners, etc.
- And this new data on commercialization affects your biological and clinical hypotheses



- Create a magnetic compression anastomosis with improved outcomes
- Team:
 - Michael Harrison, MD, Inventor of Fetal Surgery
 - Elisabeth Leeflang, MD, General Surgery Resident
 - Michael Danty, MS, Business Development
 - Dillon Kwiat, BS, Medical Device Engineer

Why PI's and Founders Need to Get Out of the Building

Week 6 - Magnamosis, Inc.

Student Learning

Lean Launchpad for Life Sciences & Healthcare

Recorded Live at the NSF I-Corps
University of California, San Francisco



Video:

“Why PI’s and Founders Need to Get Out of the Building”

Week 6 – Magnamosis, Inc.

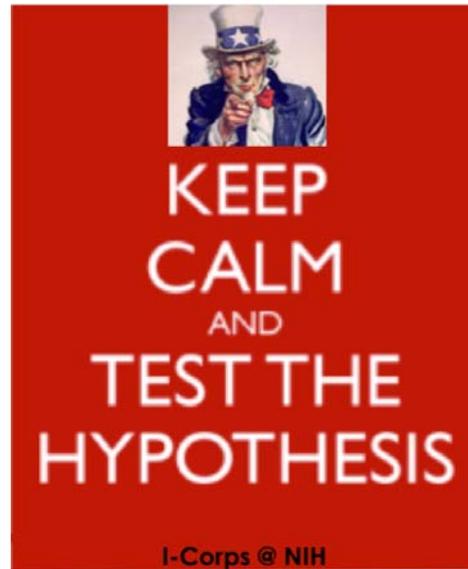
Student Learning

<http://vimeo.com/79755368> 

I-Corps Commercialization

- Define clinical utility now, before spending millions
- Understand core customers and the sales and marketing process required for initial clinical sales and downstream commercialization
- Assess IP and regulatory risk before design & build
- Gather data essential to customer partnerships/collaboration/purchases before doing the science
- Identify financing vehicles before you need them

I-Corps @ NIH



class design components

I-Corps @ NIH Teams

- Active NIH SBIR and STTR Phase I grantees
- Teams of 3
 - C-Level (CEO, CTO, COO) Officer
 - Industry Expert
 - PD/PI

Class Details

- 3-day Course Oct 6-8th in D.C.
- 6 follow-on weekly Webinars
 - team presentations/instructor interactions
- 2 days Lessons-Learned Dec 9-10th in D.C.
- Requires getting out of the lab
 - AT LEAST 15 hours of prep per week
 - Teams contact at least 100 customers/partners/

Class – key design components

- Framework for results
- Experiential
- Evidence-based
- Mentor supported
- Team Teaching

Lean Framework

- Business Model Canvas
 - Articulate initial Hypotheses
 - Weekly Progress Scorecard
- Customer Development
 - Test hypotheses in front of customers
 - Hypothesis > Experiment > Data > Insight
- Agile Development
 - Build Minimum Viable Product

Framework = Business Model Canvas



Experiential

- Getting out of the building – 10-15 hours/weekly
- Formal methodology for customer interaction
- Focus on MVP and Pivots
 - Getting out of the building is a **big idea**
 - It accelerates speed of translation

Teams Present Results Weekly



EXPERIMENTS + LEARNINGS

Hypothesis	Experiment	Results
✘ Vitamin manufacturer (partner)	interviews	<ul style="list-style-type: none">• They have no pain to drive sales already ("clinical studies" or celebrity promo)→ Go talk to nutritionists....
✓ Nutritionist (partner)	interviews	<ul style="list-style-type: none">• Pain: can't order labs!• One-on-one interaction / counseling
✓ Yogi (end user)	interviews	<ul style="list-style-type: none">• Very curious and responsive to their own body• Want multiple test to track over time
✘ CrossFit trainer (partner / end user)	interviews	<ul style="list-style-type: none">• Like Weight Watchers: proud of their program, <i>no real pain</i>• Looking for quick results, no time for one-on-one interaction

- X vitamin company
- X CrossFit
- *Nutritionists as advocates*

Update Business Model Canvas Weekly

ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<p>Sample collection »</p> <p>\$10K pre-market trial »</p> <p>Complete gut flora profile for member, linked to health data »</p>	<p>Tool to perform discovery-based science »</p> <p>Understand what your diet is really doing for your insides »</p> <p>Get recommendations from your peers for other diets to try based on your profile »</p> <p>Be at the cutting-edge of medical research »</p>	<p>KEEP cust: Membership, subscription »</p> <p>GROW cust. discount on subscription if friends or family member sign up »</p> <p>GET cust: peer recommendation »</p> <p>CHANNELS</p> <p>Food supplier/health stores »</p> <p>Consumer-facing ads »</p> <p>Peer recommendation »</p> <p>★ Nutritionist, health coach »</p>	<p>Wealthier women, struggling with weight loss (DIY), 25+ »</p> <p>Pharma »</p> <p>Probiotics-manufacturers »</p> <p>Food manufacturers purchasing ads »</p> <p>The 'feel betters': Other types of 'extreme' dieters who seek to be healthy and feel good »</p>
			REVENUE STREAMS

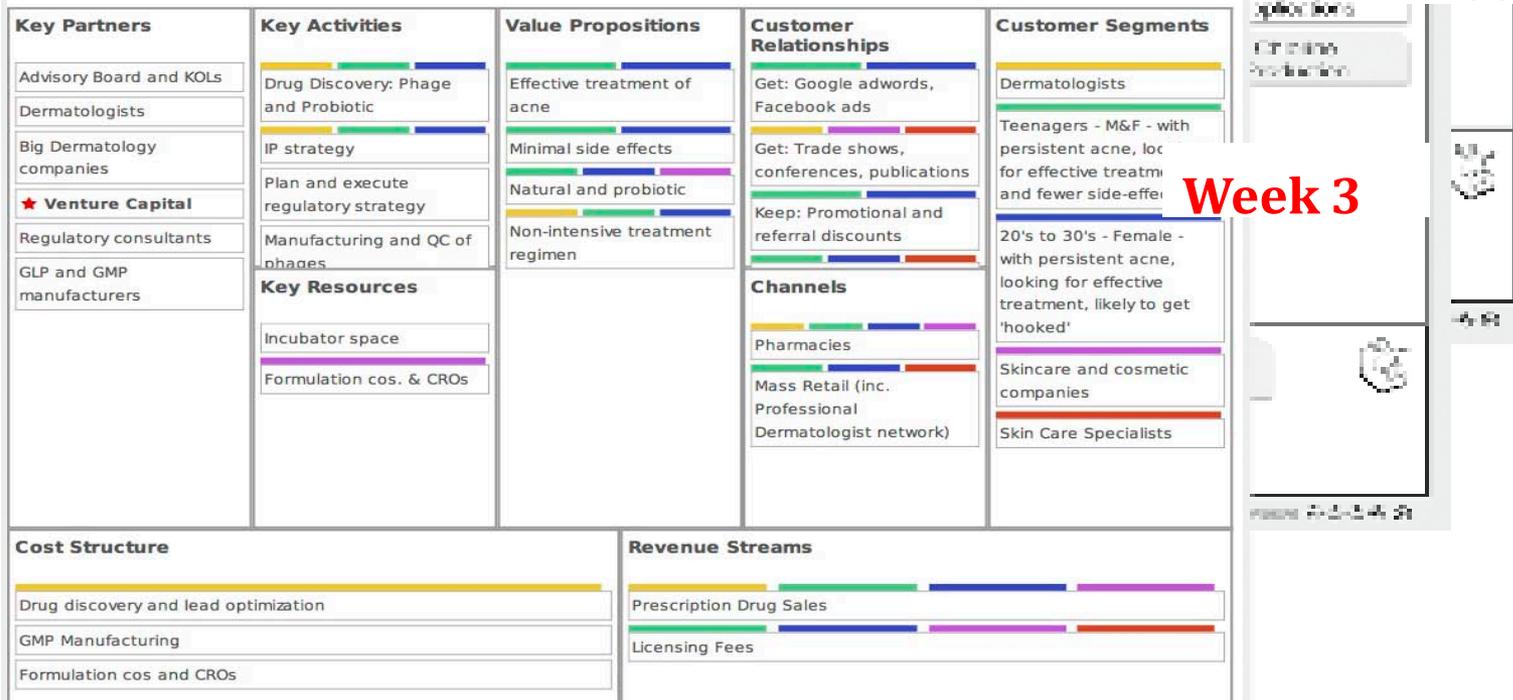
Use Canvas As a **Weekly Scorecard**



Week 1



Week 2

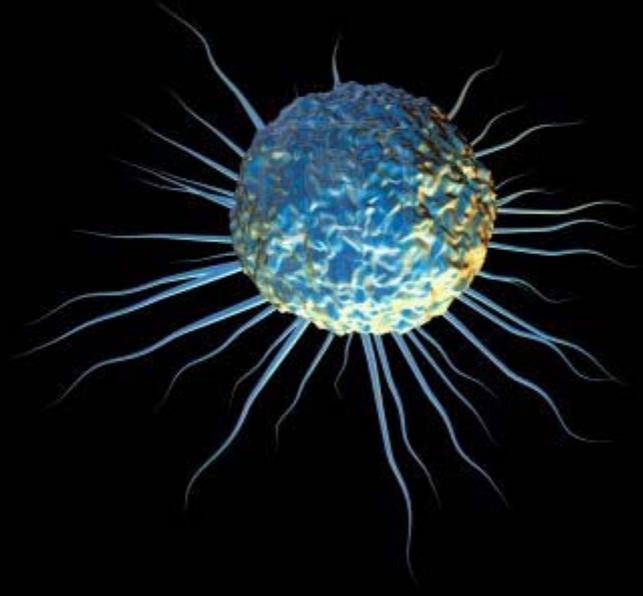


Week 3

UCSF Class Summary

- **2,355** *in-person* customer interviews
- **952** hypotheses tested
- **423** Pivots
- **26** tremendous teams

Team Example



Bringing
single-cell western blotting
to stem cell and cancer
research

Interviews: 102

Team: Kelly Gardner, Ph.D.,
Josh Molho, Ph.D.,
Amy E. Herr, Ph.D.

Mentor: Douglas Crawford, Ph.D. (QB3 and Mission Bay Capital)

Existing protein measurement tools are insufficient

1

“Western blotting”

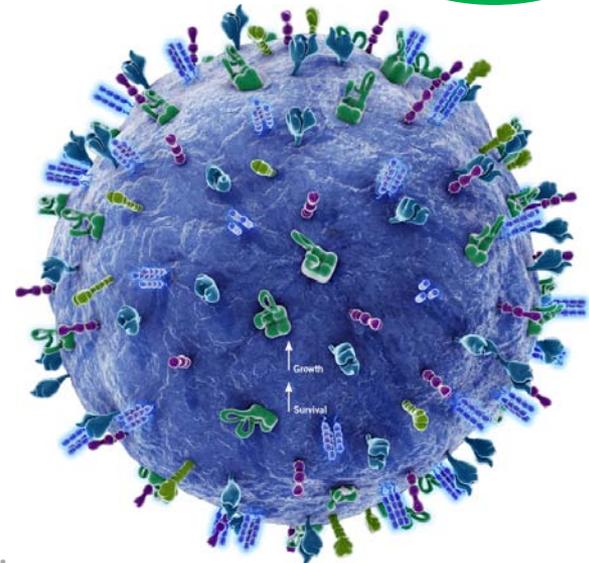
*Average/bulk
measurements only*



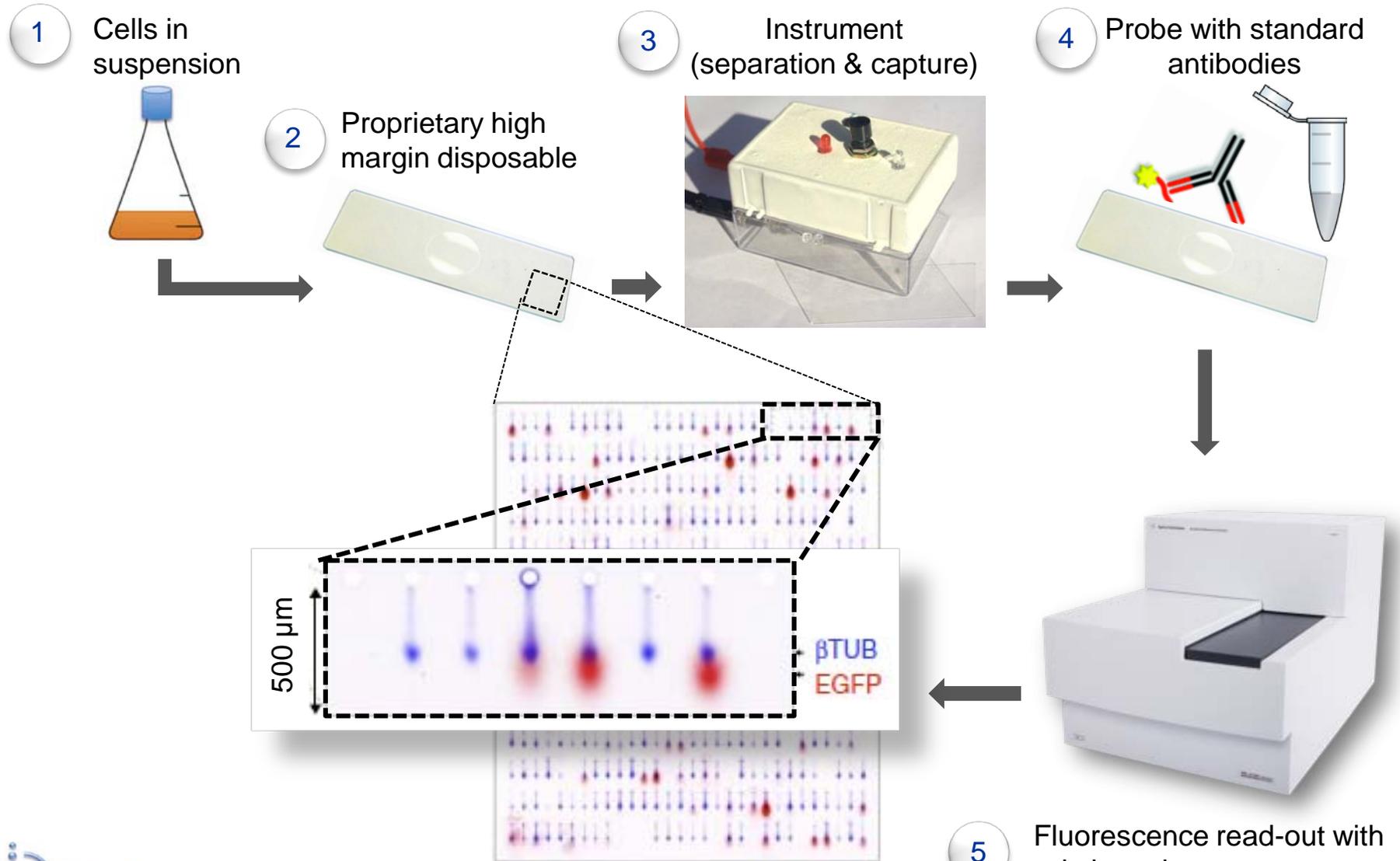
2

Flow Cytometry

*Cell surface
proteins only*



Zephyrus single cell western blot

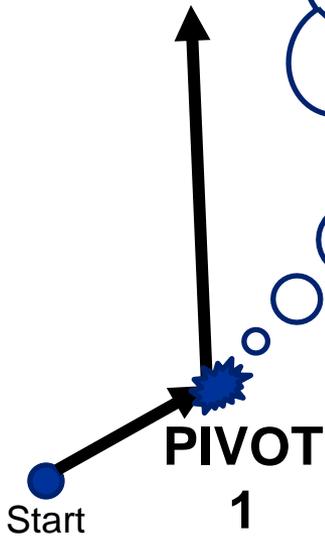
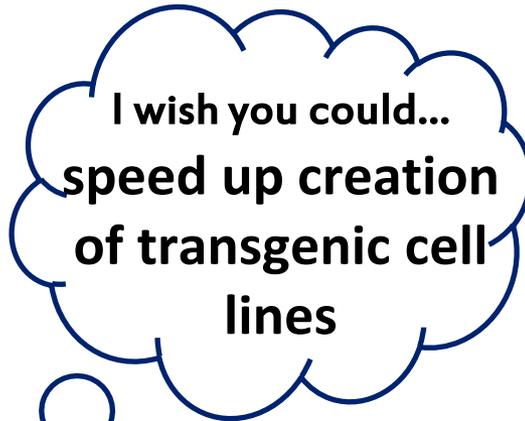


Hughes, Spelke, Xu, Kang, Schaffer & Herr (2014),
Single Cell Western Blotting.
Nature Methods

Testing our hypothesis | Value prop & target customer segment



Scalable
Business



GLADSTONE
INSTITUTES

PIERIAN

UCSF
University of California
San Francisco

UC DAVIS
HEALTH SYSTEM

Berkeley
UNIVERSITY OF CALIFORNIA

BUCK
INSTITUTE
FOR RESEARCH ON AGING



CELLULAR
DYNAMICS
international



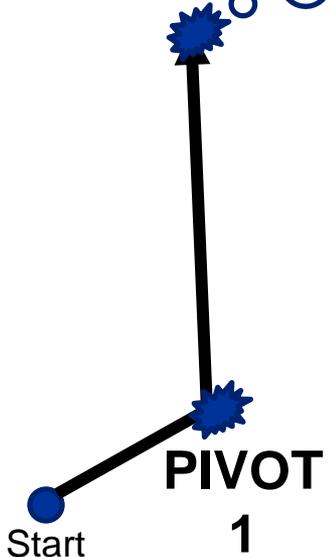
ISSCR
International Society for Stem Cell Research

Zephyrus
Biosciences

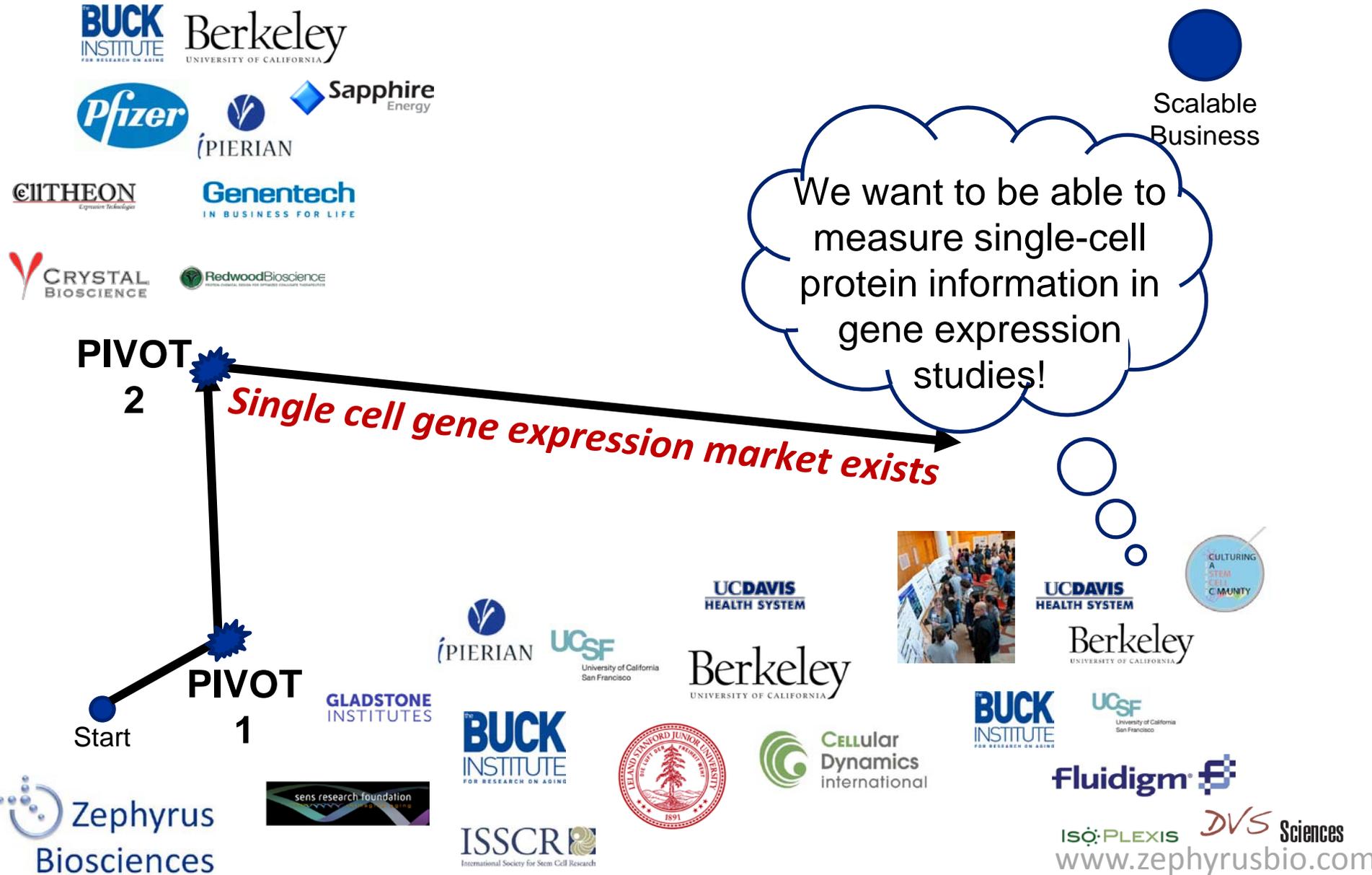
The Zephyrus Journey...



Scalable
Business



The Zephyrus Journey...



The Zephyrus Journey...



Scalable Business

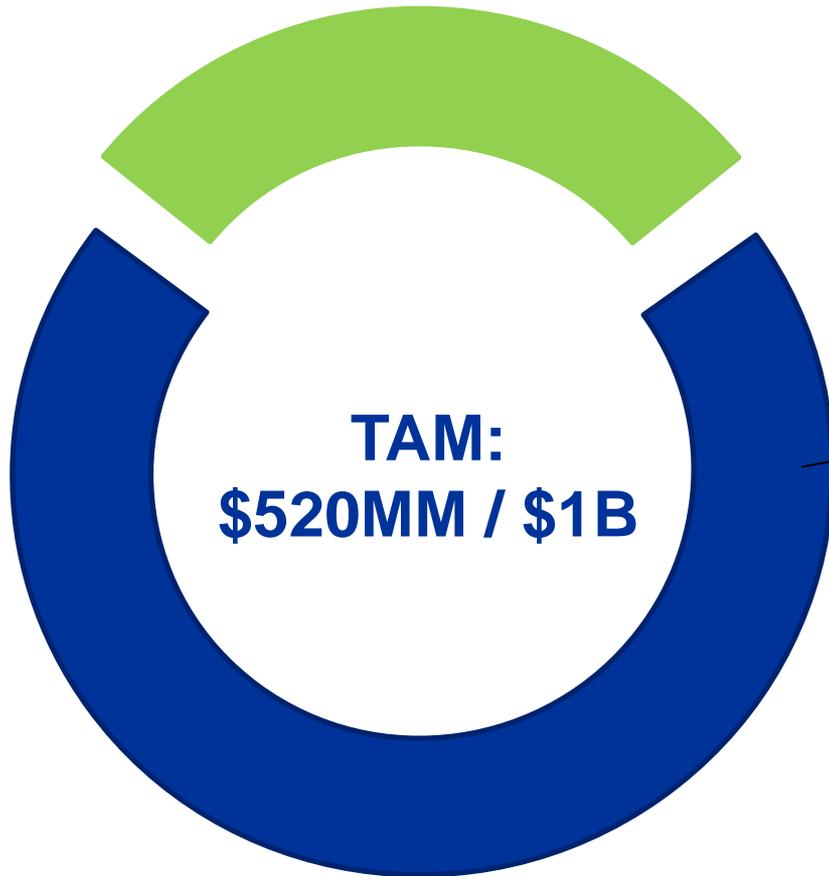


Still need to focus!
Pick a target application to start with



First target market: stem cell & cancer researchers

\$130MM / \$264MM



Total Instrumentation / Annual Disposable

**Our Target Market:
13,000 funded stem cell and
cancer laboratories who...**

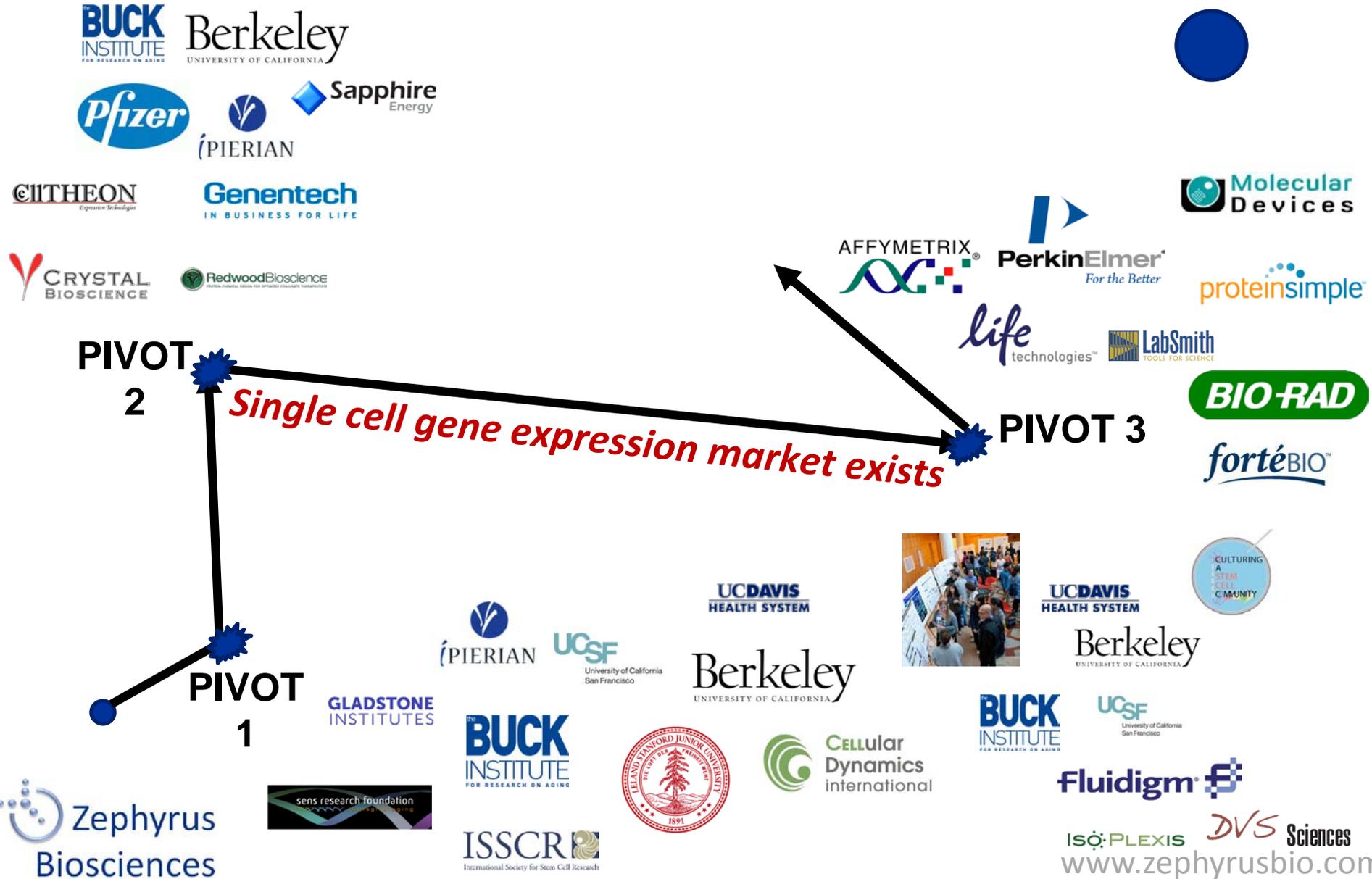
- ✓ *Have access to a microarray scanner*
- ✓ *Have recent publications highlighting single-cell measurements*

Total Addressable Market:
52,000 funded stem cell and
cancer laboratories globally

*Global stem cell research market:
>\$4B (12% CAGR)*

*Global cancer proteomic profiling:
>\$9B (16% CAGR)*

The Zephyrus Journey...



The Zephyrus Journey...

Why a BIG tool?
Products with a few \$MM in revenue are interesting



PIVOT 4



PIVOT 2

Single cell gene expression market exists

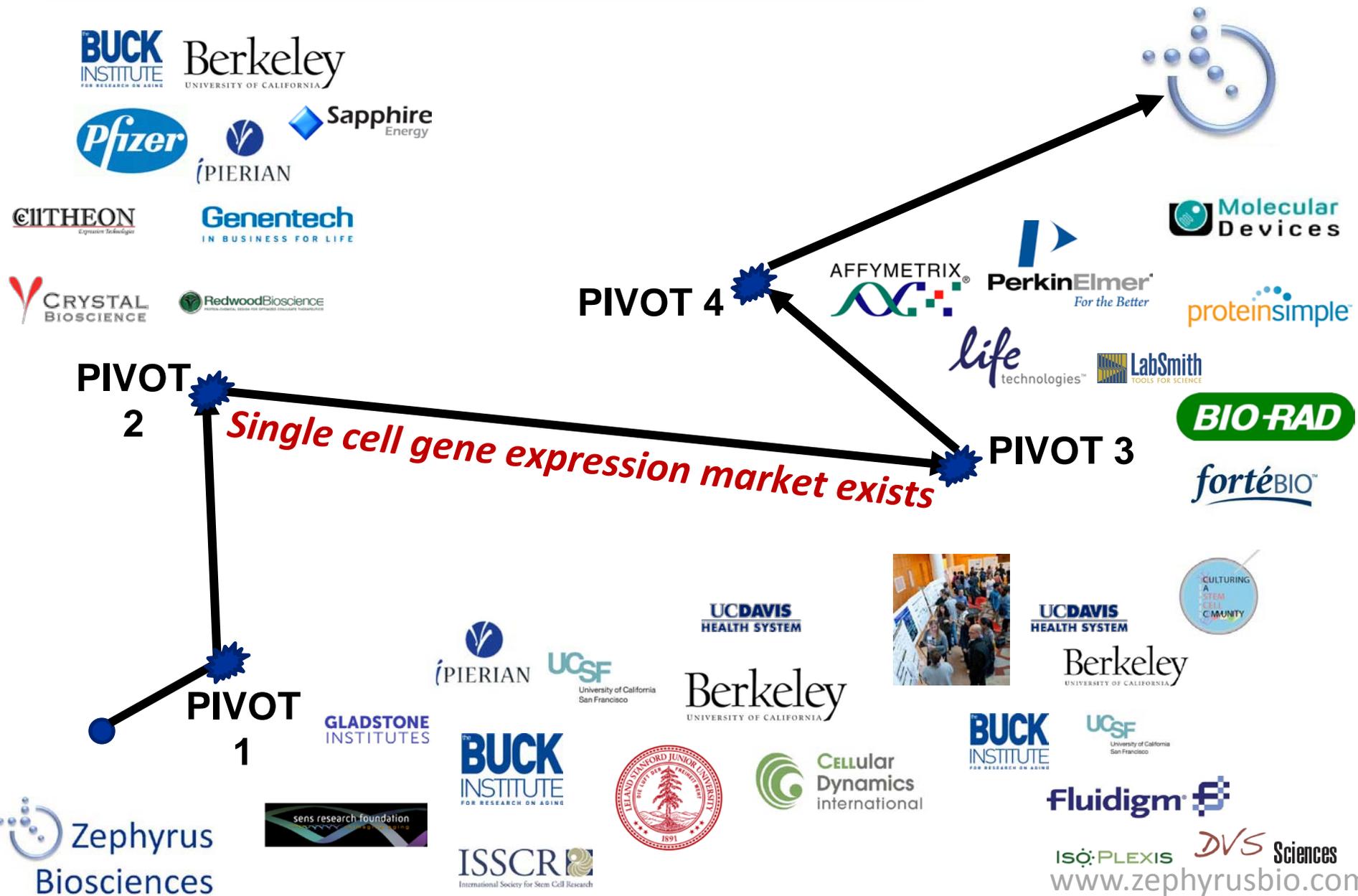


Co-marketing?
We would be interested in partnering if you could help us sell microarray scanners

PIV 1



The Zephyrus Journey...



Route to Commercialization

Progress-to-date:

- ✓ Lab-based prototype established (Nature Methods 2014)
- ✓ Exclusive option on key UC-owned IP
- ✓ Customer & business model validation (UCSF Lean Launchpad)
- ✓ Built out scientific & management team

EARLY ACCESS PROGRAM

Launch: July 2014



Beta-prototype placement in key labs
Launch: December 2014

6 months

Today

Instrument & disposable development

Seed funding

Route to Commercialization

Progress-to-date:

✓ Lab-based prototype established (Nature Methods 2014)

✓ Exclusive option on key U IP

✓ Customer business validation (UCSF Launchpad)

✓ Built out & management team

EARLY ACCESS PROGRAM

Launch: July 2014



Beta-prototype

Impact of Lean Launchpad:

LLP interviews helped us identify customers for our EARLY ACCESS program where customers can send samples to be analyzed in our company lab.

We are currently accepting customers!
If interested, please contact
info@zephyrusbio.com

Seed funding

Route to Commercialization

Progress-to-date:

- ✓ Lab-based prototype established (Nature Methods 2014)
- ✓ Exclusive option on key UC-owned IP

EARLY ACCESS PROGRAM

Launch: July 2014



Beta-prototype placement in key labs

Launch: December 2014

Software plug-ins for data analysis



Scale sales force



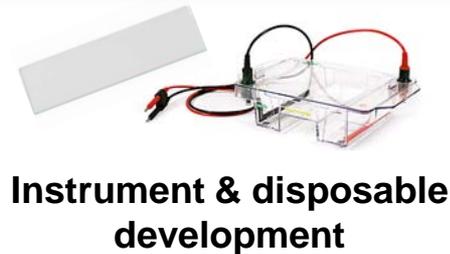
Today

6 months

6 months

9 months+

- ✓ Customer & business model validation (UCSF Lean Launchpad)
- ✓ Built out scientific & management team



Instrument & disposable development

Seed funding

- Support prototypes
- Expand product capabilities to integrate with FACS



Transfer to manufacturing

Series A

Full product launch (Q1 2016)

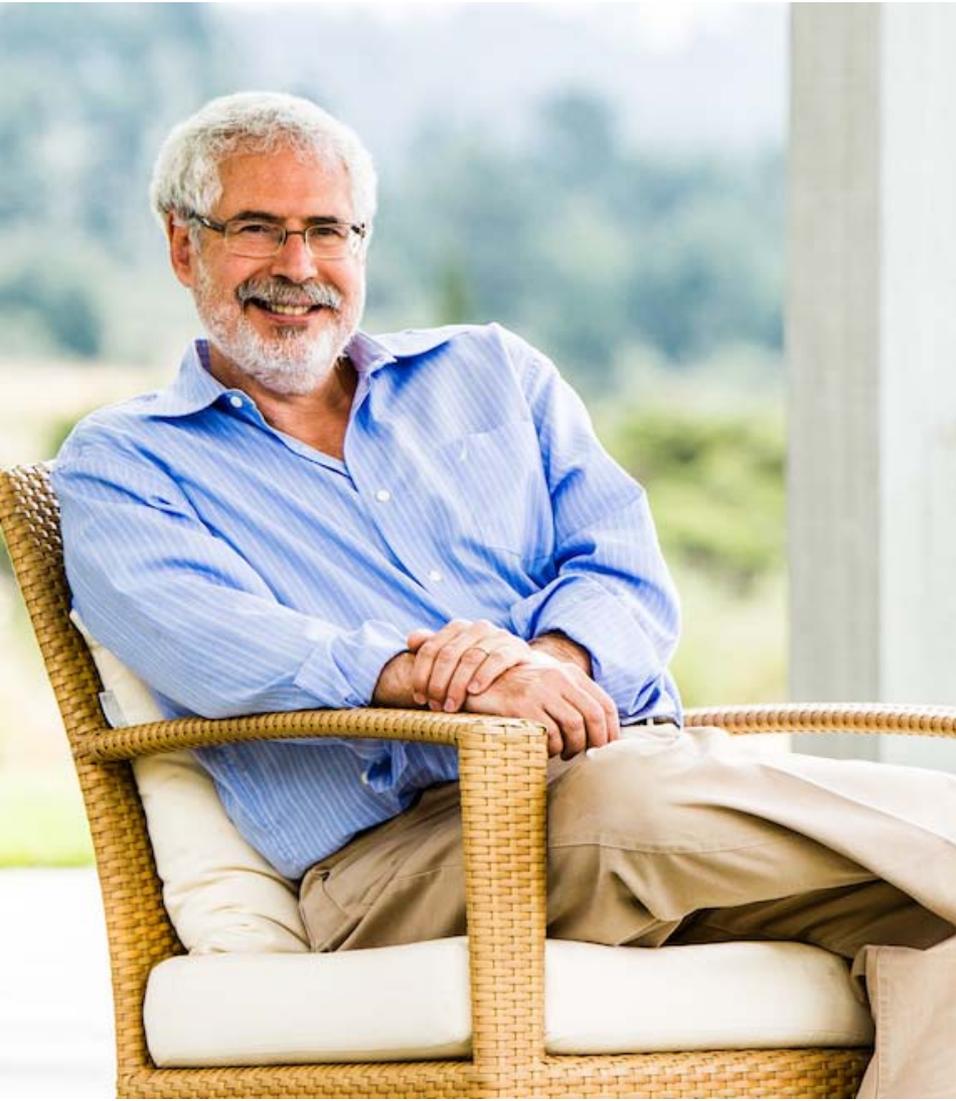
Progress Update – 6 months since Lean Launchpad

- ✓ Single-cell western blotting article published in Nature Methods (initially the #1 most emailed article, currently #3 most read article)
- ✓ Set up company lab at QB3 start-up incubator at UC Berkeley, accepted into prestigious Janssen Lab incubator @953 in San Francisco
- ✓ Hired R&D engineer
- ✓ Technology successfully translated into company labs (chip fabrication, assay operation, electrophoresis & blotting on single cells)
- ✓ On target to launch EARLY ACCESS program next month: first three customers in final negotiations + more in the pipeline
- ✓ Closing a \$1.5M investment round from Angels and VCs (including mentors from the LLP program!)

Teaching Team

Steve Blank

Teaching Team



- 21 years / 8 startups
- 13 years @ Berkeley, Columbia, Stanford, & UCSF
- Developed the Lean LaunchPad/NSF I-Corps methodology

Karl Handelsman

Therapeutics Curriculum Director



- Founder, Cordon Capital
- Previous: General Partner, CMEA Capital
- Specialty: early stage company formation & biotech

Allan May

Devices Curriculum Director



- Founder & Chairman, Life Science Angels
- Managing Partner, Emergent Medical Partners
- Founder, CEO, Board of >30 companies
- > 100 investments; 27 exits

Todd Morrill

Diagnostics Curriculum Director



- Managing Director, Venture Management Group
- Former Head, Corp. & Bus. Development, Bio-Rad Labs
- Founder of 3 life science companies
- Instructor, UC Berkeley/Haas, UCSF and NSF

How To Apply?

- Course Description
 - <http://sbir.cancer.gov/resource/icorps/>
- Application Info
 - <http://grants.nih.gov/grants/guide/pa-files/PAR-14-261.html>
- Key Dates
 - Webinar: July 2, 2014 12:30 – 2:00pm ET
 - Application Due: Aug 7, 2014
 - Class start: Oct 6, 2014
 - Class end: Dec 10, 2014

I-Corps™ at NIH
Team Training Pilot Program

Application Process & Program Details

July 2, 2014

12:30 - 2:00 PM EDT

Andrew J. Kurtz, PhD

NCI Program Director & Team Leader

Administrative Supplement Awards (Pilot Cohort)

- NIH will provide administrative supplement awards (up to \$25,000) to a pilot cohort of 24 currently-funded SBIR and STTR Phase I **grantees** to support entrepreneurial training under the I-Corps™ Team Training Pilot Program
- The program is designed to provide **three-member project teams** with access to instruction and mentoring to accelerate the translation of technologies currently being developed with NIH SBIR and STTR funding
- Applications are required and are due by **August 7, 2014**
- Participants will be selected on a competitive basis and will be notified around mid September 2014

<http://grants.nih.gov/grants/guide/pa-files/PAR-14-261.html>

Department of Health and Human Services

Part 1. Overview Information

Participating Organization(s)

National Institutes of Health ([NIH](#))

Components of Participating Organizations

National Cancer Institute ([NCI](#))

National Heart, Lung, and Blood Institute ([NHLBI](#))

National Institute of Neurological Disorders and Stroke ([NINDS](#))

National Center for Advancing Translational Sciences ([NCATS](#))

Funding Opportunity Title

Innovation Corps (I-Corps™) Team Training Pilot Program for NIH Phase I Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Grantees (Admin Supp)

Activity Code

Administrative Supplement

Additional funds may be awarded as supplements to parent awards using the following Activity Code(s):

Administrative supplement requests may be submitted electronically for the following activity codes:

[R41](#) Small Business Technology Transfer (STTR) Grant - Phase I only

[R43](#) Small Business Innovation Research (SBIR) Grant - Phase I only

Announcement Type

New

Related Notices

None

Funding Opportunity Announcement (FOA) Number

PAR-14-261

Companion Funding Opportunity

None

Published:
June 18, 2014



sbir.cancer.gov/icorps



The screenshot shows the website for the NIH I-Corps program. At the top, there is a red header with the National Cancer Institute logo and the text "National Cancer Institute" and "U.S. National Institutes of Health | www.cancer.gov". Below this is a dark blue navigation bar with the SBIR & STTR logo, a search bar, and links for "Sign Up for Updates", "Follow us on Twitter", "Connect with us on LinkedIn", "Contact Us", and "Site Map". The main navigation menu includes "About", "Funding Opportunities", "Resource Center" (highlighted), "News & Events", and "Success Stories".

The "Resource Center" section is active, displaying a sidebar with various links: "Resource Center Overview", "How to Apply", "SBIR Presentations", "Resources for Small Businesses", "Innovative Partnerships for Commercializing Health IT", "NIH Niche Assessment Program", "Commercialization Assistance Program", "Regulatory Assistance Program", "Frequently Asked Questions", "eRA Commons Tips for Applying", "Understanding the SBIR/STTR Resubmission Policy", and "The I-Corps™ at NIH" (highlighted). A "Sign up for e-updates" button is also present.

The main content area features a header for "SBIR & STTR I-Corps™ at NIH" with a photo of people in a meeting. Below this is the "Overview" section, which is circled in red and has a red arrow pointing to it. The text in the overview reads: "See the Funding Announcement: PAR-14-261". Below the overview, the text states: "Coming Soon: Course Syllabus".

The main text of the page is titled "The I-Corps™ at NIH" and describes the program as a pilot program designed to support training for small businesses. It mentions that applications will be accepted through August 7, 2014, and that an informational webinar will be held on Wednesday, July 2, 2014, at 12:30-2:00PM ET. A registration link is provided: <http://bit.ly/iCorpsLaunch>.

Eligibility (Pilot Cohort)

- Small businesses supported by currently funded NIH SBIR or STTR Phase I grant awards from one of the four participating Institutes and Centers (NCI, NHLBI, NINDS, NCATS)
- Predicate grant award must extend (at least) through **December 31, 2014**, and should have remaining budget and R&D activities that extend at least until that date
- SBIR contractors are not eligible to apply
- SBIR/STTR Fast-Track grantees are eligible to apply, provided that the grantee is currently completing the Phase I portion of the award

Frequently Asked Question (FAQ #1):

May I apply for a no-cost extension to meet the eligibility requirements?

ANSWER

Grantees should **not** request an extension solely for the purpose of participating in the I-Corps™ program. Grantees should only request a no-cost extension if additional time is needed to expend the grant budget and complete R&D activities.

Frequently Asked Question (FAQ #2):

Is the I-Corps™ training program only for new companies and/or inexperienced teams?

ANSWER

No, not necessarily. The pilot program is intended to instruct teams developing early stage (Phase I) projects to help inform next steps. Although teams with limited commercialization experience may benefit the most, **all teams will take away valuable general lessons, as well as specific insights around their particular technology and/or innovation.**

Three-Member Project Teams

- **C-Level Corporate Officer**
 - “Chief” Executive Officer (CEO), “Chief” Operating Officer (COO), etc.
 - Relevant knowledge of the technology
 - Deep commitment to investigate the commercial landscape
 - Substantial decision-making authority within the company
- **Industry Expert**
 - Experience in translating technologies to the marketplace
 - Can be someone that has an established relationship with the company OR someone selected as a third-party resource
- **PD/PI**
 - PD/PI on the SBIR/STTR Phase I award

Time Commitment

- Each team member should plan to spend at least **10-15 hours per week** on I-Corps™ activities and learning exercises for the full duration of the program
- Participants are required to get “out of the lab” and gather information by conducting a large number of interviews (i.e., 100+ interviews), with potential customers, strategic partners, and other third-party stakeholders
- **This level of commitment is absolutely required to reap the benefits of the I-Corps™ training program!**

Frequently Asked Question (FAQ #3):

Who makes a good Industry Expert?

ANSWER

- Someone with the right “rolodex” that has industry contacts in your area of commercialization
 - ***Critical for getting out of the lab and setting up interviews!***
- Someone who has entrepreneurial experience
- Some who has business expertise in your sector

Frequently Asked Question (FAQ #4):

Is there flexibility in how the three required roles are filled on the I-Corps™ Team?

ANSWER

Yes, for example, if the PD/PI is also the CEO, then you may designate an alternate C-Level Corporate Officer to lead the team. In other cases, it might be more appropriate to select a different senior level scientist to serve in the PD/PI role.

All teams should include three members and should be led by someone with decision-making authority within the company. NIH program staff can help advise.

NIH Program Contacts

Christie Canaria, PhD

National Cancer Institute (NCI)

Telephone: 240-276-5720

Email: canariaca@mail.nih.gov

Jenifer Shieh, PhD

National Heart, Lung, and Blood
Institute (NHLBI)

Telephone: 301-443-8785

Email: jennifer.shieh@nih.gov

Stephanie Fertig, MBA

National Institute of Neurological
Disorders and Stroke (NINDS)

Telephone: 301-496-1779

Email: fertigs@ninds.nih.gov

Lili Portilla, MPA

National Center for Advancing
Translational Sciences (NCATS)

Telephone: 301-217-2589

Email: portilll@mail.nih.gov

Research Strategy Section (6 pages)

- *Summary of the Predicate SBIR/STTR Phase I Grant*
 - Description of project aims and a summary of progress achieved (to date)
- *I-Corps™ Team*
 - Rationale for the selected team members (e.g., expertise, experience)
 - Statements to indicate a strong commitment to the time-intensive program
 - Discuss willingness to “pivot” based on knowledge gained during the program
- *Potential Commercial Impact*
 - Provide a brief profile of a typical customer
 - Describe the customer need(s) that will be met by the proposed innovation
 - Discuss how the customer currently meets those needs, and describe the value proposition that is offered by the product/innovation
- *Project Plan*
 - Describe the stage of development for the SBIR/STTR Phase I project
 - Explain the proof-of-concept that will be demonstrated by the end of Phase I
 - Discuss next steps to advance the project closer to commercialization

Frequently Asked Question (FAQ #5):

What should be included in the budget?

ANSWER

- **Direct costs** associated with completing the I-Corps™ program
 - \$1,500 per team member to cover registration (\$4,500)
 - Travel costs for two trips to the course site for the entire team
 - Travel costs to conduct interviews with customers, partners, etc.
 - Personnel time

NOT ALLOWED

- Indirect costs
- R&D costs

Applications Reviewed in Two Stages

1. NIH staff will evaluate the **written application** to consider whether the team's participation in the I-Corps™ program will increase the parent award's overall impact
 - **See the review criteria under Section V.1 in PAR-14-261, and be sure to address the key points in the written application**
2. The most responsive and best qualified candidates will be contacted to provide NIH staff with clarification on the written application **AND** to provide responses to additional questions
 - **See a list of typical questions under Section V.1 in PAR-14-261, and consider your responses as you are drafting your application**

Class Schedule (Pilot Cohort)

- **Class Length:** Oct 6 – Dec 10 (11 class sessions)
- **Opening Class:** **Oct 6 – 8**
- **On-line Class:** Tuesdays
(Oct 14, 21, 28 & Nov 4, 11 , 18)
- **Final Presentations:** **Dec 9 – 10**
- **Location:** **Microsoft Corporation
5404 Wisconsin Ave
Chevy Chase, MD 20815**

Online Curriculum

- During the program, online content will be hosted by the NIH (or designee) to track the progress of the teams
- The team's progress will be shared with the entire cohort of I-Corps™ teams to facilitate group learning

➤ Teaching Philosophy

- A key part of this class is seeing how various teams solve similar problems through listening to the instructors coach and critique
- The success of the team is less about the original idea and more about the learning, discovery, and execution
- The I-Corps™ training program is intended to provide a forum for participants to “bounce” ideas off their peers

Frequently Asked Question (FAQ #6):

Will my Intellectual Property (IP) rights be protected when I discuss my ideas with the class?

ANSWER

Customer discovery does not require that you share the **specifics** of your IP. However, you will be sharing with the class what you learned on a weekly basis about reimbursement, regulation, customers, partners, etc. All of your presentations, customer discovery and validation notes, and your business model canvas, will be shared with the teaching team. **If you have specific legal questions, you should consult an IP attorney.**

Expected Outcomes

- Enhanced understanding of the Business Model Canvas
- Significantly refined commercialization plans, and well-informed “pivots” in the overall commercialization strategy
- Stronger Phase II SBIR & STTR applications

Outcomes Evaluation

- Outcomes from the pilot program will be carefully evaluated before the NIH considers possible continuation of this program
 - The NIH will seek to collect outcomes data from participating teams immediately following the course, which may include customer evaluation surveys, interviews, and/or other data
- **Feedback from the pilot cohort will be critical**

sbir.cancer.gov/icorps



The screenshot shows the SBIR & STTR website for the National Cancer Institute. The header includes the National Cancer Institute logo and the text "National Cancer Institute" and "U.S. National Institutes of Health | www.cancer.gov". Below the header is a navigation bar with links for "About", "Funding Opportunities", "Resource Center", "News & Events", and "Success Stories". The "Resource Center" is currently selected. The main content area features a sidebar on the left with various resource links, a central article titled "The I-Corps™ at NIH" with an "Overview" box, and a "Sign up for e-updates" button at the bottom left.

Christie Canaria, PhD

National Cancer Institute (NCI)

Telephone: 240-276-5720

Email: canariaca@mail.nih.gov

Jenifer Shieh, PhD

National Heart, Lung, and Blood Institute (NHLBI)

Telephone: 301-443-8785

Email: jennifer.shieh@nih.gov

Stephanie Fertig, MBA

National Institute of Neurological Disorders and Stroke (NINDS)

Telephone: 301-496-1779

Email: fertigs@ninds.nih.gov

Lili Portilla, MPA

National Center for Advancing Translational Sciences (NCATS)

Telephone: 301-217-2589

Email: portilll@mail.nih.gov

Submit Your Questions

- Submit your questions any time via the Q&A box on the right-hand side of your screen.
- If you do not see the Q&A box, you can expand it by hovering over the **green bar** at the top of your screen and clicking the Q&A button.



- Please submit questions of a general nature via the Q&A Box with no proprietary information.
- Please be advised we will not answer questions specific to your project in this webinar.
- The webinar slides, audio recording, and Q&A will be published to the website, <http://sbir.cancer.gov/icorps>
- All webinar registrants will be emailed links to access webinar slides, audio recording, and Q&A

PLEASE PARTICIPATE IN OUR POLL

NCI SBIR Development Center

NCIsbir@mail.nih.gov

Phone: 240.276.5300

<http://sbir.cancer.gov>

Sign up for updates!

Follow us:

Twitter [**@NCIsbir**](https://twitter.com/NCIsbir)

LinkedIn

<http://www.linkedin.com/company/nci-sbir-development-center>

Thank You!

