



**CORPS**  
NSF Innovation Corps

HOSTED  
BY



**TEXAS TECH**  
UNIVERSITY

MARCH 23 – 25 • LUBBOCK

## OUTCOMES

- ⚙️ **IMPROVE ODDS FOR SUCCESS**
- ⚙️ **VALIDATE YOUR BUSINESS MODEL**
- ⚙️ **ESTABLISH PRODUCT-MARKET FIT**
- ⚙️ **GAIN ELIGIBILITY TO APPLY FOR \$50,000 I-CORPS TEAM GRANT**

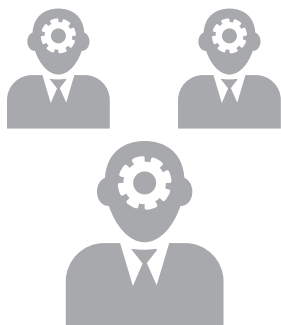
The Southwest Node of the NSF Innovation Corps (I-Corps) is offering a three-day course to help teams quickly and effectively validate their commercialization strategy through tactical collection and analysis of data generated from direct interaction with potential customers. Additionally, this course will provide teams the opportunity to become eligible to apply for a \$50,000 I-Corps Team Grant from the National Science Foundation.

### INNOVATION WORKSHOP

**WEDNESDAY, MARCH 23 - FRIDAY, MARCH 25, 8AM-6PM AT TEXAS TECH UNIVERSITY INNOVATION HUB AT RESEARCH PARK (3911 4TH ST.)**

*Teams will be introduced to the I-Corps approach, business model development, and the customer development process. In days 2 and 3, teams will spend time outside of the building, talking to potential customers and testing their initial hypotheses. Teams will then present their findings from the customer development process and receive real-time feedback from the teaching team. Location will be the Venture Den (2nd Floor) at the Innovation Hub*

## TEAM MEMBER REQUIREMENTS



**2 - 4 FOUNDING MEMBERS PER TEAM**

**TIME COMMITMENT: THREE FULL DAYS (10 - 12 HOURS PER DAY).**

**TECHNICAL PROFICIENCY OF PROPOSED INNOVATION**

**RIGHT TO PRACTICE INTELLECTUAL PROPERTY**

## APPLY

Teams must complete the online application at <http://goo.gl/forms/Jkg1JKRf5u>. For more information, contact Eli Velasquez, Texas Tech University at [eli.velasquez@ttu.edu](mailto:eli.velasquez@ttu.edu) or 806.834.2481.



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