

Frequently Asked Questions: ACTIVATE I-Corps™

1. What is the relationship between ACTIVATE I-Corps and the regional NSF I-Corps program, and is it still an NSF-supported program?

The TTU NSF I-Corps Program is launching ACTIVATE I-Corps™, a 5-week Business Model Canvas workshop. This workshop replaces the 2-3 week regional program that was offered previously. While the format has changed, ACTIVATE I-Corps™ remains an NSF-supported program, offering an extensive training curriculum to participants.

2. How many times a year will the ACTIVATE I-Corps™ Program be offered?

The ACTIVATE I-Corps™ Program is offered twice a year, in the spring and fall.

3. When can I submit my application for the ACTIVATE I-Corps™ Program? Is there a deadline?

Applications for the program are accepted on a rolling basis. Applications submitted on or before January 26 will be considered for the Spring ACTIVATE I-Corps™ Program.

4. What is the schedule for the Spring 2024 ACTIVATE I-Corps™ Program?

The program consists of five sessions and an optional final check-in session:

- **Session 1: Customer Discovery Best Practices, Customer Segments and Value Propositions**
Friday, February 2 from 3:00 PM - 6:00 PM
- **Session 2: Channels and Customer Relationships**
Friday, February 9 from 3:00 PM - 6:00 PM
- **Session 3: Revenue Streams and Cost Structure**
Friday, February 16 from 3:00 PM - 6:00 PM
- **Session 4: Key Activities, Resources, and Partnerships**
Friday, February 23 from 3:00 PM - 6:00 PM
- **Session 5: Final Presentations**
Friday, March 1 from 3:00 PM - 6:00 PM
- **Final Check-In Session: Completion of Additional Interviews (Optional)***
TBD

*Teams complete an additional 15 customer interviews by this date.

5. What happens after I apply?

Applications will be screened for eligibility for ZAP or ACTIVATE I-Corps™. After eligibility review, there are two post-eligibility steps:

1. **ZAP Program Selection:** Teams meeting the ZAP criteria will receive guidance to prepare for the program with the goal of advancing to the National I-Corps.

2. **ACTIVATE I-Corps™ Program Selection:** Teams fitting the ACTIVATE I-Corps™ profile will be enrolled in the comprehensive training program offered by TTU. Successfully completing this program will pave the way for participants to progress into other Innovation Hub programs such as the [iLaunch Competition](#) and the [TTU Accelerator Program](#).

6. What is ZAP, and what kind of teams/projects does it support?

ZAP is conducted by [I-Corps™ Hub West](#) and supports deep technology concepts originating from faculty research labs, internships, capstone courses, or other STEM-based practical courses. Concepts should be original and, in an area of science, technology, engineering, or mathematics (STEM) normally supported by the NSF but can include other disciplines or inventions from non-traditional pathways.

7. Who is eligible for the National NSF I-Corps program?

Teams with NSF grant funding and teams with faculty/student researchers who have successfully completed I-Corps West Hub programs or ACTIVATE I-Corps program.

8. If accepted to the national program, what support can I expect?

If accepted to the national program, you will receive a \$50,000 grant from the NSF to support the commercialization of your deep technology.

9. Who can be the Entrepreneurial Lead (EL) in an I-Corps Team?

The Entrepreneurial Lead (EL) can be a postdoctoral scholar, graduate student, staff member, researcher, or anyone with relevant knowledge of the technology and a strong commitment to exploring its commercial potential.

10. Who can be the Technical Lead (TL) in an I-Corps Team?

The Technical Lead (TL) can be a faculty member, senior research scientist, inventor, postdoctoral scholar, or technical/subject matter expert with deep and direct technical expertise in the actual core technology related to which the I-Corps team is exploring commercial potential. Typically, the Technical Lead will also serve as the Principal Investigator (PI) in the National NSF I-Corps.

For further details and inquiries about the program, please reach out to Ganga Baskar, Commercialization Program Director, at ganga.baskar@ttu.edu.