

CCTS I-Corps Bootcamp

Does your latest discovery have commercial value? Would a potential “customer” of your research welcome your technology, protocol, or intervention?

The three-week CCTS I-Corps Bootcamp provides biomedical scientists and engineers with a new approach to accelerate their research. Based on the National Science Foundation’s Innovation Corps (I-Corps™) program, the premiere federally-funded innovation and commercialization training in the U.S., the CCTS I-Corps Bootcamp is an evidence-based experience that will take you out of your comfort zone to connect with potential customers and test the market for your innovation.

What To Expect

Day 1 – Introduction to I-Corps and Customer Discovery

September 12, 2018, 8:00am - 12:00pm

This first class is open to any faculty-led research team at UAB interested in developing an idea and moving towards a commercial venture. We will cover the key concepts of customer development and business model fit using the Business Model Canvas. This class will also introduce the lean startup methodology, which uses the process of customer discovery through customer segmentation and interviews.

Day 2 – Business Thesis and Product-Market Fit

September 19, 2018, 8:00am - 12:00pm

Teams that want to continue developing their ideas towards a commercial venture will get feedback on their customer interviews, customer segments and business thesis. Teams will develop new hypotheses to test their customer types, business thesis and product-market fit.

Day 3 – Creating, Delivering and Capturing Value

September 26, 2018, 8:00am - 12:00pm

Teams will present lessons learned and we will discuss strategies for next steps in the customer development journey. At this point, each team will have advanced along the customer development journey and will leave with a strategy for how to continue to build towards a commercial venture.

Register

eventbrite.com/e/i-corps-lean-start-up-3-week-bootcamp-for-uab-researchers-tickets-37435299990

All sessions take place at Nielsen Innovation Lab, CSB 109.



Calling all faculty and graduate students with university-owned PI!

I-Corps@NCATS Regional Short Course

There are still three more upcoming opportunities to participate in the five-week I-Corps@NCATS Short Course!

uab.edu/ccts/i-corps-ncats-regional-short-course

The Bootcamp and Regional Short Course prepare you to apply to the NSF I-Corps™ program—teams that win the national level receive \$50,000 to use for additional customer discovery.

Questions? Visit uab.edu/ccts/training-academy/trainings/i-corps-bootcamp or contact Molly Wasko at mwasko@uab.edu.