Think you have the next big idea?

Do you think you’ve got a great idea that will help people? Come explore that possibility through the I-Corps program. I-Corps is the premier, federally funded program to assess the market potential of ideas coming off our campus. We take a human-centered approach to looking at problems first. People want their jobs done, their pain killed, and their dreams achieved. A big mistake entrepreneurs make is building the “solution” first (e.g. a prototype, protocol, or innovation), before testing their assumptions that people will actually find value in the solution – called product-market fit.

By participating in I-Corps over a short four-week period, you will receive up to $2500 to test whether your solution will actually be adopted by the people you’re trying to serve.

Questions?
Contact Molly Wasko at mwasko@uab.edu