I-Corps Spark Program

Interested in translating your research into practice?

**Program Dates**

Kick-off Workshop: March 26th, 12-3PM
Closing Workshop: April 23rd, 12-3PM

**Location**

Mann Engineering Student Center, 10, Hillhouse, Room 107

Learn the basics of customer discovery in this FREE interactive 3-week Program co-hosted by New England I-Corps Node and Yale Office of Cooperative Research. 16 individuals/teams will be selected.

**Program Benefits**

- Potential for up to $50,000 in NSF I-Corps grants
- Up to $1,500 to identify customer segments
- Entrepreneurial Training
- Increased chances of getting a future SBIR/STTR

**How it works:**

The interactive course begins with an in-person daytime kick-off workshop where teams learn how to:

- Identify their top customer segments
- Develop hypotheses about the value proposition they offer each segment
- Find and effectively interview potential customers about their problems/needs

Over the next three weeks, teams will speak with 12 potential customers. Each week they have an office hour call with instructors to check-in and receive coaching.

The program wraps up with a final in-person daytime workshop where teams present their findings, get more coaching, and learn about progressing their ideas. Teams that complete this part of the program may apply for a $1,500 microgrant to conduct additional customer discovery. The goal is to determine if they are solving a real-world problem with a viable market opportunity. This short program is excellent preparation for many other opportunities in the New England region.

**Who it’s for:**

Your I-Corps project must be based on new, innovative, and differentiating technology that could be a candidate for a future SBIR proposal. The program is open to individuals and teams:

- Current faculty, postdocs, students, and staff at any university/institution
- Anyone else working on a serious STEM-related technology

Expect to spend about 20 hours over the 3 weeks, mostly in the evenings and non-scheduled work time, to complete assignments.

**APPLY HERE**