

# INTRODUCTION TO CUSTOMER DISCOVERY FOR NANOTECHNOLOGY

A TRAINING PROGRAM TO MOVE IDEAS OUT OF THE LAB AND INTO THE MARKET

PRESENTED BY



MIDWEST I-CORPS  
NETWORK

**PRE-PROGRAM WEBINAR: MARCH 18**  
**KICK-OFF SESSIONS: MARCH 31 - APRIL 1**

**WEEKLY MANDATORY COACHING SESSIONS WILL BE HELD DURING  
THE WEEKS OF APRIL 4-8 AND APRIL 11-15**

**CLOSING SESSION: APRIL 22**

Introduction to Customer Discovery offers a customized I-Corps curriculum to help participating researchers discover the commercial potential of their technology, and gain insights from industry, government and investor professionals.

## WHO SHOULD PARTICIPATE ?

**UNIVERSITY RESEARCHERS:**

**FACULTY**

**POST-DOCTORAL AND GRADUATE (PHD) RESEARCHERS**

**INDUSTRY/ENTREPRENEUR MENTORS**

## HOW DO I START ?

Submit your application via:  
[www.krannert.purdue.edu/icd4nanotechnology](http://www.krannert.purdue.edu/icd4nanotechnology)  
and/or contact

**Matthew Lynall**  
PI for Purdue NSF I-Corps Site  
[mlynall@purdue.edu](mailto:mlynall@purdue.edu)  
(765) 496-6321

**PURDUE**  
UNIVERSITY

## WHY PARTICIPATE ?

### FACULTY

1. Experience an opportunity to explore the real-world impact of your research
2. Connect with a large group of researchers from many disciplines aligned around the nanotechnology domain
3. Increase your professional and personal network with people outside the university setting including industry, entrepreneurial, government and economic development professionals
4. Achieve greater probability of future grant success
5. This program qualifies you for participation in the NSF National I-Corps Program with \$50K grant funding
6. Learn from an experienced teaching and support team from the NSF National I-Corps program
7. Learn the language and skills of business
8. Increased consulting and collaborative opportunities

### GRAD STUDENTS AND POST-DOCS

All of the Above PLUS!

9. Become more employable in industry, government or university settings
10. Explore an entrepreneurial career path
11. Develop your communication skills towards non-technical audiences



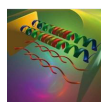
**CORPS**  
NSF Innovation Corps

PURDUE UNIVERSITY  
**Discovery Park**

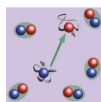
**I** TECHNOLOGY ENTREPRENEUR CENTER  
ENGINEERING AT ILLINOIS

**M** COLLEGE OF ENGINEERING  
CENTER FOR ENTREPRENEURSHIP  
UNIVERSITY OF MICHIGAN

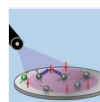
## TECHNOLOGY AREAS OF INTEREST



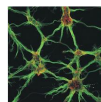
Biomaterials



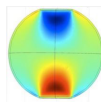
Magnetism and Spintronics



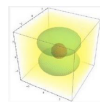
Quantum Information



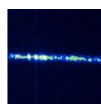
Biomedicine



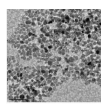
Nanomechanics



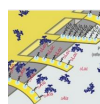
Semiconductors



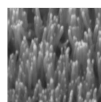
Biophysics



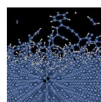
Nanoparticles



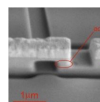
Sensors



Carbon Nanostructures



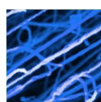
Nuclear Materials



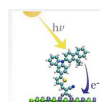
Superconductors



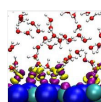
Device Engineering



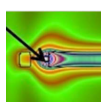
Organic and Molecular Electronics



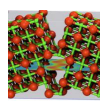
Sustainable Energy



Liquids, Disorder & Nanofluids



Photonics



Thin Films, Surfaces, and Interfaces

## DETAILS

### COST OF PROGRAM

There is no fee to participate in the program and your home institution may provide grants to reimburse teams for travel associated with customer discovery. (Contact us for more information). On-site meals and all materials will be provided.

### TEAMS

Three roles comprise the teams for Introduction to Customer Discovery (ICD):

#### 1. Entrepreneurial Lead (EL)

A grad student or post-doc with relevant knowledge of the technology and a deep commitment to investigate the commercial landscape surrounding the innovation.

#### 2. Principal Investigator (PI)

Faculty researcher who has obtained the initial grant or other support that enabled the technology to advance.

#### 3. Industry Mentor (IM) – *Optional but strongly encouraged*

An experienced entrepreneur with startup or other experience in transitioning technology out of the lab and into the marketplace.

### TIME COMMITMENT

Approx. 8 hours per week

- Pre-training webinar and preparation (March 13-18)
- On-site workshops (March 31-April 1, and April 22)
- Weekly viewing of online instruction videos
- Weekly mandatory coaching sessions with instructors
- 5-10 Customer Discovery Interviews each week

### PARTICIPANT RESPONSIBILITIES

Once accepted into the program, you will be required to participate in the following:

- Attend the pre-program webinar
- Attend the two-day on-site kickoff event
- Attend two coaching sessions during the intermediary weeks
- Attend the one-day closing event
- Complete all customer discovery and market research tasks

**APPLY TODAY**

- Submit your application via the link or program website below:  
[www.krannert.purdue.edu/icd4nanotechnology](http://www.krannert.purdue.edu/icd4nanotechnology)
- Application Deadline: February 18, 2016
- Phone interviews with instructor team: February 22 - March 3
- Accepted teams will be notified on or before March 4, 2016