

YOU BRING THE IDEAS  
WE BRING THE \$\$\$

Wichita State University is a National Science Foundation (NSF) I-Corps site. The Shocker Innovation Corps nurtures and supports Wichita State entrepreneurial teams interested in accelerating their STEM ideas, research and product commercialization. Ideas/projects can originate from student or faculty work, research and institutional/industrial projects.

**NEXT SESSION:** January 26, 2018

**WHY APPLY FOR SHOCKER INNOVATION CORPS?**

- Seed funding (up to \$2,150 per team)
- E-Launch: customer validation training and experience
- Mentoring from local experts
- Access to entrepreneurial resources
- Networking with the local innovation ecosystem
- Maintain your IP rights

**SHOCKER INNOVATION CORPS TEAMS**

Each Shocker Innovation Corps applicant must have a team that includes an **Entrepreneurial Lead**, a **Mentor**, and an **Academic Lead**.

- **Entrepreneurial Lead:** undergraduate, graduate student, post-Doctoral scholar, or professional university staff member, with relevant knowledge of the technology and a deep commitment to investigate the commercial landscape surrounding the innovation. The Entrepreneurial Lead must be capable and have the desire to support the transition of the technology, should the project demonstrate the potential for commercial viability.
- **Mentor:** Experienced or emerging entrepreneur with proximity to WSU and experienced in transitioning technology out of academic labs, the Mentor is a third-party resource. The mentor can be selected by the Entrepreneurial Lead. The Mentor will be responsible for guiding the team forward and tracking progress. If you have not identified a Mentor or need assistance identifying one, WSU Ventures will do its best to match you with a mentor for your project.
- **Academic Lead:** Responsible for overall project management, the Academic Lead must have an academic appointment that would normally qualify him/her to submit proposals or play the role of a Principle Investigator in subsequent project submissions to NSF.

## FUNDING SPECIFICS

The Shocker Innovation Corps award can be used to fund expenses related to customer discovery research, including prototyping costs. Teams have approximately six months to spend their awards. Expenses can include:

- **Materials and Supplies:** used to create a prototype (for products) or pilot program (for services)
- **Meetings, Conferences, Trade shows and Training:** Cost of registration/admission as well as ancillary costs associated. (i.e., transportation, meals, speaker's fees, etc.)
  - Conference must be related to product/service industry
  - Meetings hosted by the team for the purpose of customer discovery or market research
- **Transportation:** Costs related to the delivery of goods (freight, postage or other transportation services relating to goods purchased or delivered)
- **Travel costs:** Costs related to travel, accommodations, and meals while traveling for the purpose of customer discovery and market research

## PROGRAM REQUIREMENTS

The **Entrepreneurial Lead** (EL) for each team must commit to attending E-Launch customer validation training, complete required assignments, meetings with mentor, market research, customer delivery, and other fundamental entrepreneurial activities. The EL will receive discounted fees for the training sessions, and the \$250 will be deducted from the seed funding. Completion of a minimum of two training sessions will be required before the initial disbursement of seed funding becomes available. E-launch training is in May, September and January.

The **Mentor** must commit to attending the first and last training session and engage regularly with the Entrepreneurial Lead.

## EXPECTED OUTCOMES

Progress toward:

- ✓ Commercialization of team projects
- ✓ Applications submitted by Shocker Innovation Corps teams to NSF's I-Corp's Team Program
- ✓ New start-up businesses
- ✓ Licensing agreements
- ✓ Creation of business plans suitable for review by third-party investors

All teams will make a "go/no-go" decision about commercialization of their technology within six months of receiving funding.

## APPLY

Visit [www.wsuventures.org/icorps](http://www.wsuventures.org/icorps)

## CONTACT US

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