



NSF I-Corps Sites Chemicals and Materials Customer Discovery Program



Program Description

The NSF I-Corps Sites Chemicals and Materials Customer Discovery Program is a condensed version of the NSF I-Corps Lean Launchpad curriculum geared toward entrepreneurial faculty, students, scientists and engineers with an innovation in the chemical and/or material fields. This special program is being held in conjunction with InformEx 2016, the leading fine and specialty chemical industry innovation tradeshow.

February 2-4, 2016

New Orleans, LA

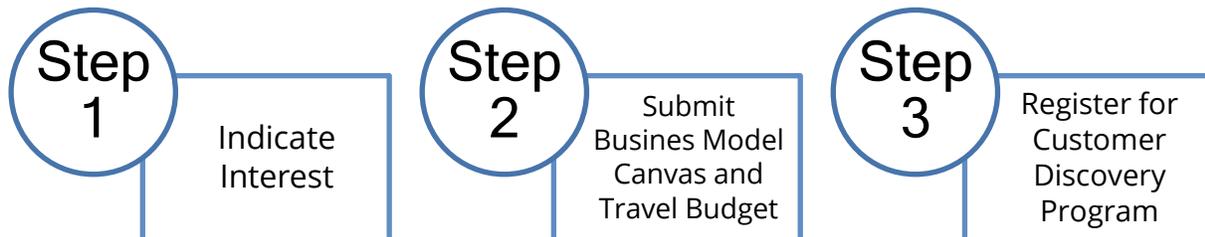
The goal of the program is to provide a hands-on learning opportunity that shows entrepreneurial chemical and material teams how to innovate. You will gain knowledge on how startups and new ventures are built through educational workshops hosted by two NSF I-Corps Sites, and by interacting directly with chemical industry professionals at InformEx. The main idea in this program is learning how to rapidly develop and test ideas by gathering massive amounts of customer and marketplace feedback.

Contact Information

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Apply online at: <http://icorps.ua.edu/2-day-workshop.html>



Program Details

Many startups fail by not validating their ideas early on with real-life customers before they invest money and time in prototyping, testing, or production. In order to mitigate the risk of producing products that customers don't really need or value, you will connect with chemical industry professionals at InformEx and search for the real pain points and unmet needs of customers. By understanding how you can deliver value to your customer, you will be well on your way to establish a suitable business model.

Day 1

The instruction team will introduce you to the process of how you come to understand your innovation's value and how you deliver value to customers. Based on a condensed version of the NSF I-Corps curriculum, you will learn about engaging your customers to find out what exactly they want in your product and how you should deliver it to them. Activities include attending InformEx and talking to customers at the tradeshow, participating in a pitch competition at InformEx, and updating your Business Model Canvas.

Day 2

You will focus on gathering, evaluating and using customer feedback to make your product, marketing, and business model stronger.

Day 3

You will present your findings to the instruction team, paying special attention to what you thought before talking to customers, what you learned from talking to customers, and where you will go from here.

Pre-Program Assignments

Read pages 14-49 of Business Model Generation

Watch Online Modules: <https://www.udacity.com/course/ep245> Lessons 0, 1, 1.5A, 1.5B, 2, 3, 5, 6

Read Giff Constable, "12 Tips for Early Customer Development Interviews,"
<http://giffconstable.com/2010/07/12-tips-for-early-customer-development-interviews/>

Review team presentations <http://www.slideshare.net/sblank/tagged/i-corps> and
<http://www.slideshare.net/sblank/tagged/stanford>

Prepare for the 1st day of class:

Your company's Business Model Canvas - you will have 3-minutes to present this

Be ready to make 50 or more customer/industry contacts at InformEx

About InformEx

InformEx is a dynamic event held to build partnerships among buyers and sellers of fine and specialty chemicals. InformEx is uniquely positioned to help chemical companies transform into science and technology companies. The innovation-focused show is aimed at building a global network of customers, suppliers, and colleagues in some of the most rapidly growing chemical markets, including medical devices, agrochemistry, biopharma and green chemistry.