



PROGRAM SOLICITATION

An Initiative of the Ohio Department of Higher Education

2018

INTRODUCTION

I-Corps@Ohio is a statewide program developed to assist faculty, staff and students from Ohio universities, colleges and community colleges in validating the market potential of technologies and launching startup companies. I-Corps@Ohio is modeled after the National Science Foundation's (NSF) successful I-Corps (Innovation Corps) program, which has been proven to increase innovation, entrepreneurship, and industry collaboration. The I-Corps@Ohio program incorporates lean launch, customer discovery and business model innovation methodologies to assess technologies and enhance the business acumen and networks of research faculty and students.

The long-term objective is to drive sustainable technology-based, entrepreneurial economic growth in Ohio. I-Corps@Ohio is offered on a competitive basis to teams comprised of research faculty or staff members, student(s) and executive mentor(s). Teams develop market-driven value propositions and scalable business models that attract seed, angel and venture funding to support company formation, market entry, and accelerate the growth of income and jobs in Ohio.

PROGRAM DESCRIPTION

The primary goals of the I-Corps@Ohio program are to advance the translation of fundamental research to innovative products and services that drive scalable business models that serve as the basis for startup companies. Furthermore, the program recognizes that these new ventures must be of sufficient merit to attract subsequent third-party funding, to encourage collaboration between academia and industry, and to train students and faculty in the practice of innovation and entrepreneurship. Teams that receive I-Corps@Ohio funding are required to complete an intensive 8-week, hands-on training program. The curriculum is designed to help aspiring entrepreneurial teams understand the market for their technology, develop a compelling commercialization strategy and attain new skills that will be very useful to a long-term career in research and development.

During the 8-week program, I-Corps@Ohio teams will:

- (1) learn key business modeling concepts and how they are relevant to startup efforts, including problem-solution fit, customer/market segments, value propositions, channels, and revenue streams;
- (2) assess their core assumptions by developing and testing hypotheses about each critical aspect of the total commercial opportunity;
- (3) conduct numerous interviews (up to 100) with customers, end-users, purchasers and channel partners to develop a rich understanding about the customer market and the actual needs for the proposed products and services; and

- (4) learn from executive mentors and program instructors with relevant industry, scientific and startup expertise.

Team outcomes will include a clear go/no go decision regarding market viability, a development and transition plan should the decision be to move forward, and a project presentation/demonstration for potential investors, collaborators and industry partners.

A. Requirements

Teams: An I-Corps@Ohio team should be established prior to the deadline to submit proposals and identified by team member role in the proposal. If you need assistance in completing your team, first seek aid from your institution's technology commercialization team or your regional representative listed at the end of this document. An I-Corps@Ohio team consists of at least three participants fulfilling the following three roles.

1. Principal Investigator(s)
2. Entrepreneurial Lead(s)
3. Executive/Entrepreneurial Mentor(s)

The **Principal Investigator(s) (PI)** must be an employee (faculty, staff, or graduate student) at an eligible Ohio university or college with a strong passion to see his/her invention commercialized. The PI is primarily responsible for overall grant management and assisting the Entrepreneurial Lead with completing weekly team assignments. Attendance at all program workshops is required. The PI is expected to spend approximately 8-10 hours a week on I-Corps@Ohio activities. The PI is also required to submit a final project report and complete semi-annual surveys for two years following the completion of the grant program.

The **Entrepreneurial Lead(s) (EL)** is typically a post-doctoral scholar or graduate, undergraduate or community college student with relevant knowledge of the underlying technology and a strong commitment to pursuing the commercial entrepreneurial opportunities. There may be more than one EL to conduct most of the customer interviews and capture the lessons learned in the project management tool. I-Corps@Ohio highly encourages teams to include graduate business students, in addition to graduate STEM students, as ELs. The EL is responsible for leading the due diligence during the customer discovery process and presenting the team's lessons learned each week during the training program. ELs learn from executive mentors and program instructors with relevant industry, scientific and startup expertise. Each EL(s) is expected to commit at least 25 hours a week to complete program assignments. The I-Corps@Ohio program highly encourages teams to select ELs that are potentially capable of commercializing the technology if the team is able to validate the commercial opportunity during the training program.

The **Executive/Entrepreneurial Mentor(s) (EM)** is typically an experienced entrepreneur or industry leader with close proximity to the research institution and experience in new venture startups, new product development and/or commercializing technology out of universities. The EM may be, but is typically not, a member of the research institution. The EM's primary responsibility is to coach, guide and mentor the team through the challenging search for a repeatable and scalable business model on which to launch a startup company around the subject technology. The EM is also expected to share

contacts with the team for customer interviews and to participate in interviews as much as possible. Furthermore, the EM is expected to regularly communicate with the I-Corps@Ohio instructional team and program staff regarding the progress of the team. I-Corps@Ohio is especially interested in EMs that are passionate about the technology, have strong interests in participating in commercialization, and have relevant experience in launching new ventures or similar roles in industry. Due to the level of commitment required of the EM, each mentor can assist only one team per cohort. If the proposing team does not have an EM, the I-Corps@Ohio program staff is pleased to assist with finding a suitable person to serve in that role, including members of the national NSF I-Corps and I-Corps@Ohio networks.

Intellectual Property: The technology the team seeks to commercialize is typically based on concepts, patents (issued or filed), copyrights or trade secrets owned and held by the PI or by an Ohio institution of higher education, including universities, colleges and community colleges. PIs are required to discuss the stage of the technology and the commercial readiness of their project with the designated technology transfer representative at his/her university or college to determine if the proposed project is appropriate for I-Corps@Ohio funding. If you are not sure whom to contact, please reach out to your regional I-Corps@Ohio representative listed at the end of this document, or the Program Manager, Nikki Modlich at modlich.5@osu.edu

No Previous I-Corps Award: Teams that have already received funding from the I-Corps@Ohio program or NSF's national I-Corps Teams program *are not* eligible for funding from the I-Corps@Ohio program **for the same technology**. Teams that have participated in a comparable regional I-Corps program, any NSF I-Corps Sites program or any other university or community-based accelerator or similar training program *are* eligible for funding from the I-Corps@Ohio program for the same technology or others.

Attendance and Participation: All Team members must attend the Program Orientation, Program Launch, all WebEx Workshops, and the Program Finale. If you anticipate missing more than one workshop/class, we recommend that you wait to apply to I-Corps@Ohio when you can commit the required time. **Required dates are listed in section F of this document.**

Commitment to Course Design and Learning Objectives: Each team must commit to following the course strategy and process. This includes coming to the training sessions fully prepared, having read the new material, watched the training videos, completed the weekly customer interviews, and prepared for the weekly team presentation against the targeted objectives each week. Teams must agree to conduct a standard hypothesis-validation approach to identify and mitigate gaps in their knowledge of the basic business model concepts, including problem-solution fit, value proposition of the proposed product or service, customer segment/customer archetype, demand creation/customer relationships, channel development and revenue model.

B. Program Design and Award Information

The goal of the I-Corps@Ohio training program is for each team to find a repeatable and scalable business model for the commercialization of the proposed technology. Teams will test their core assumptions about the underlying business model and the importance of solving big problems for large markets. Teams will be required to interview at least 100 potential customers and market

intermediaries to test the initial hypotheses. This is referred to as customer discovery, and it is used in I-Corps@Ohio to collect data to test the validity of the business hypotheses.

Orientation: The program starts with a mandatory Program Orientation, which is typically scheduled about 30 days before the start of the annual cohort in Columbus, OH. At the Program Orientation, teams will meet each other and the instructional team, develop their first business model canvas, conduct trial interviews to hone their interviewing technique, receive the course syllabus and the instructional materials. Following the Orientation and prior to the launch of the cohort, teams will be expected to (1) complete six (6) interviews with customer contacts in their home areas and (2) schedule at least 15 interviews with customer contacts located in and around Central Ohio. These interviews will be conducted onsite during the week of the Program Launch in Columbus, Ohio. After the orientation session and before launch week, teams will receive online instructions on LaunchPad Central (LPC), the project management tool used in the program and WebEx. One WebEx practice session will be held followed by a working WebEx session where the teams will report on their pre-launch customer interviews and what key insights were learned.

Launch Week: Approximately 30 days after the Program Orientation, teams are required to come to the Program Launch in Columbus, Ohio. The Program Launch consists of a *required* opening night networking reception and a 3-day working session for **ALL** team members. During the Program Launch, teams will test core assumptions about different components of the business model by making hypotheses and then completing the 15 customer interviews that were previously scheduled. The curricular instruction will focus on identifying the customer segment, validating the problem solution fit, modeling the workflow process and clarifying the compelling value proposition.

Weekly WebEx Workshops: Following Launch Week, each week for five weeks, teams are required to participate in the weekly WebEx Workshops. During these online meetings, each team will report to the instructional team how many interviews were completed, what hypotheses were tested, what key insights were learned and what plans were made for the following week. All team members are required to participate in the weekly Webex meetings. Details about what information is required from week to week will be provided in the program syllabus at the beginning of the program.

Finale: Following the weekly training workshops and customer discovery interviews, the teams will return to Columbus, Ohio for the 2-day Program Finale where teams will deliver their lessons learned presentations. Details about what information is required in the final presentation will be provided in the program syllabus at the beginning of the program.

Final Reports: The PI must submit a final project report to the I-Corps@Ohio program staff within 12 weeks following the completion of the training program. Requirements for the final report will be made available on the I-Corps@Ohio website and/or sent to PI via email.

Estimated Number of Annual Awards and Cohorts: The program staff will make a maximum of 20 awards each year; 10 awards per cohort; 2 cohorts each year. The duration of each award is one year.

Anticipated Funding Amount: Awards will not exceed \$15,000 (US\$).

Expectations From the I-Corps@Ohio Program: Successful completion of the I-Corps@Ohio

program is expected to contribute to one or more of the following outcomes: license the subject technology; start a new business; complete a business plan suitable for review by third-party investors; submit TVSF/SBIR/STTR grant proposals; present in the Ohio Collegiate Venture Showcase approximately 8-12 weeks after completing the training program, and prepare faculty and students to be entrepreneurially competitive.

ELIGIBILITY INFORMATION

Organizational Limit: Proposals may only be submitted by faculty, staff and students of any university, college or community or technical college accredited in, and having a campus located in, the State of Ohio.

Limit on Number of Proposals per Institution: There are no limits on the number of proposals that can be submitted or awarded from each institution.

Limit on Number of Proposals per Principal Investigator: A PI is limited to one I-Corps@Ohio proposal during each open solicitation.

PROPOSAL PREPARATION AND SUBMISSION INSTRUCTIONS

A. Registration, Application and Proposal Preparation Instructions

The I-Corps@Ohio proposal submission process consists of five steps:

1. mandatory meeting with the appropriate TTO representative(s) at the PI's institution;
2. team selection of technology track (science and engineering or medtech);
3. registration of all team members in the online portal;
4. proposal submission; and
5. full team interview with I-Corps@Ohio program representatives.

B. Mandatory Meeting with Institutional Representative(s)

Before submitting a proposal to I-Corps@Ohio, PIs are required to discuss the stage of the technology and commercial readiness of their project with the designated technology transfer representative at their institution. Your university tech transfer representative can assist in determining if the proposed project is appropriate for I-Corps@Ohio funding. If you are unsure whom to contact, please reach out to your I-Corps@Ohio regional representative. A full list of regional representatives can be found on the I-Corps@Ohio website at <https://icorpsohio.org/> and at the end of this document. You may also contact the I-Corps@Ohio Program Manager, Nikki Modlich, at modlich.5@osu.edu or 614-688-2233.

C. Team Selection of Technology Track

Grant funds will be made available through two technology tracks. Teams are required to select the most appropriate track during registration based on the unique characteristics of the subject technology and the specific application the team seeks to commercialize.

Medtech Track:

Teams will select Medtech Track if the subject technology is in the form of medical devices, diagnostics, medicines, vaccines, software, testing procedures and systems and is developed to

solve a health/clinical problem and improve the quality of human life.

Science and Engineering (S&E) Track:

Teams will select S&E Track if the technology does not fit into the Medtech category.

D. Team Registration and Submission Deadline

All teams are required to complete the online profile and submit a proposal by answering specific questions in the online portal at <https://icorpsohio.org/apply/>. Registration and responses to submission questions (maximum of 375 word response for each question) are **DUE by January 16, 2018**. The information that will be requested is listed below and in the online portal. The I-Corps@Ohio Selection Committee will review each proposal submission to determine if it qualifies for I-Corps@Ohio funding.

Team Profile Information

- As part of the team profile, you will be asked to supply the name and contact info for your **Grant Program Officer/Sponsored Program Officer** at your institution. Please have this information ready when you submit.

Medtech Track Questions

1. Provide a target product definition statement. Suggested form: The target product is a (pick one: device, biomarker, pharmaceutical/biologic/cell therapy, system, information management solution) for the (diagnosis, imaging, treatment, monitoring, data analysis, management) of patients with (state the clinical condition and stage).
2. Discuss the candidate value proposition(s) for the product in terms of advantages, benefits and cost relative to currently available solutions for the patient population.
3. Define the market opportunity including target market segmentation and size of the addressable market in terms of number of patients, customer sites, and geographic territory. If known, provide information regarding target segment growth factors.
4. Briefly describe the current stage of development and performance, including achievements such as prototype development, lead compound proof of concept validation, preliminary safety and efficacy data. Describe the regulatory pathway and clinical trial requirements to get the product to market. Provide the amount of funding expended to-date, how much additional funding is available to continue development, and plans for securing follow-on funding to complete development.
5. Describe the intellectual property position and how the intellectual property strengthens or enhances the competitive position for commercial opportunity.
6. Briefly describe the experience and commitment of the team including the Entrepreneurial Lead(s), Executive Mentors (EM) and Principal Investigators. Be sure to include specific references to each member's experience with starting entrepreneurial ventures, licensing university technologies, and how the team has worked together. What goals does the team have for success in the I-Corps@Ohio program?

Appendices: Each submission will be permitted two (2) pages of appendices to support any of the proposal questions as an upload in PDF format.

S&E Track Questions

1. Brief description of the technology/product/service and how it is superior to existing competitive offers already available in the commercial market.
2. Brief description of the market opportunity including the size and growth of the total addressable market, the specific target market, the projected commercial impact and what activities you have completed in the last 24 months to exploit the commercial potential.
3. Brief description of the current stage of development and anticipated time and cost to prepare the technology for market entry. Be sure to include how much development funding has been allocated to date and how much additional funding is available at the time of the application.
4. Brief description of the intellectual property position and how the intellectual property strengthens or enhances the potential commercial opportunity.
5. Brief description of the experience and commitment of the team including the Entrepreneurial Lead(s), Executive Mentor(s), and Principal Investigator(s). Be sure to include specific references to each team member's experience with starting entrepreneurial ventures and licensing university technologies and how the team has worked together and the goals the team has for success in the I-Corps@Ohio program.

Appendices: Each submission will be permitted two (2) pages of appendices to support any of the proposal questions as an upload in PDF format.

Biographical Sketches: A biographical sketch for each team member (2 pages maximum per team member) must be provided (via upload on the portal) highlighting technical expertise and track records in successful technology and business development (as applicable). This must be compiled into one PDF document.

Budget Form: A budget form with cover page will be sent directly to the PI(s) when the proposal is accepted which will be used to provide a brief narrative explaining all budget line items. Funding for the I-Corps@Ohio Teams is \$15,000 per award. Inclusion of voluntary committed cost sharing is prohibited. From the award of \$15,000, approximately \$1,500 shall be allocated for all team members for mandatory attendance at the I-Corps@Ohio program sessions in Columbus, I-Corps@Ohio award funds can be used to cover EL release time and stipends, mentor compensation, travel, and most other project related expenses.

Cost Sharing: Inclusion of voluntary committed cost sharing is prohibited. Recovery of indirect costs (F&A) shall be limited to \$1,500.

E. Team Interview

Representatives from the I-Corps@Ohio Program staff will schedule interviews (in person or via web) with those teams that are being considered for funding and admission to the I-Corps@Ohio program. Applicants should respond timely to requests for interviews and to ensure that all team members are available to participate in the interview. *Inability to schedule an interview with the entire team will result in the team being removed from consideration; please see dates below to ensure your availability. Each team will be given the opportunity to select a date that is convenient on a first come, first served basis.*

F. Important Dates

Though you are required to select the track to which you are applying at the time of application, the I-Corps@Ohio Program staff maintains the right to reassign a team that is accepted into the program to a different track if it feels a different track is more appropriate. Dates for both tracks are listed below.

Registration and Submission Deadline	January 16, 2018 (11:59PM)
Team Interviews (Scheduling to begin February 12)	March 5 – 8, 2018
Announce the 2018 I-Corps@Ohio Cohort	March 14, 2018

INSTRUCTIONAL PROGRAM DATES:

Program Orientation	April 14, 2018
Program Launch – Workshop 1-3	May 21 – 24, 2018
WebEx – Workshop 4	May 30, 2018
WebEx – Workshop 5	June 6, 2018
WebEx – Workshop 6	June 13, 2018
WebEx – Workshop 7	June 20, 2018
WebEx – Workshop 8	June 27, 2018
Program Finale	July 12 – 13, 2018

PROPOSAL REVIEW PROCEDURES

The I-Corps@Ohio Selection Committee will make final recommendations to I-Corps@Ohio regarding which teams receive I-Corps@Ohio funding after review and scoring of the submissions.

Review criteria will include:

- team composition with preference given to teams that have a strong and committed Principal Investigator, Entrepreneurial Lead(s) and Executive Mentor(s);
- degree to which the intellectual property is protected and will defend the expected business model of a startup;
- level of technology validation with preference given to teams that can demonstrate proof-of-concept (i.e., preliminary data, prototype, etc.) indicating feasibility based on scientifically sound, peer-reviewed or federally-funded research;
- extent to which the technology fits with Ohio's industry base and supply chains and the team plans to remain in Ohio after the I-Corps@Ohio program;
- commercial viability, size of market and reasonable path to market;
- likelihood that the proposed project will lead to a startup company; and
- status of IP and stage of commercial development.

AWARD ADMINISTRATION

A. Notification of the Award

The I-Corps@Ohio Program staff will send an email notification of the award to the submitting organization and the Principal Investigator by March 20, 2018.

B. Reporting Requirements

The PI must submit a final project report to the I-Corps@Ohio program staff within 12 weeks following the completion of the training program. Requirements for the final report will be made available on the I-Corps@Ohio website and/or sent to PI via email. PIs should examine the requirements in advance to assure availability and collection of required performance data. The PI is also required to complete semi-annual surveys for two (2) years following the completion of the grant program. The survey is not meant to be onerous, but will help I-Corps@Ohio keep track of team progress in areas such as options or licenses executed, new start-ups formed, state or federal funding received, private capital raised and product introductions or sales.

CONTACTS

Inquiries regarding how to apply to this program, including timelines, eligibility, and proposal requirements should be directed to the I-Corps@Ohio Program Manager, Nikki Modlich, at modlich.5@osu.edu. General inquiries about the I-Corps@Ohio program can be made to I-Corps@Ohio representatives in the following regions:

- Northwest Ohio – Stephen Snider, University of Toledo - Stephen.snider@utoledo.edu
- Northeast Ohio – Elyse Ball, University of Akron - eball@uakron.edu
- Southwest Ohio – David Cepoi, University of Cincinnati – cepoidd@ucmail.uc.edu
- Southeast Ohio – Faith Knutsen, Ohio University - knutsenf@ohio.edu
- Central Ohio – Nikki Modlich, The Ohio State University - modlich.5@osu.edu
- Community Colleges – Rosa Hainaj, Lorain County Community College - rhainaj@lorainccc.edu