Edmund Pendleton

Director, DC I-Corps

I-CORPS

I WANT YOU
FOR
CORPS
NSF Innovation Corps
NEAREST RECRUITING STATION

I-Corps *Story*

$7 *Billion*

“How can we increase the economic impact of the research dollars invested every year?”

SBIR

small business innovation research

seed money for high risk, high reward private sector ventures

NSF
NIH
NASA
DEPARTMENT OF DEFENSE
UNITED STATES OF AMERICA
DEPARTMENT OF ENERGY
UNITED STATES OF AMERICA

$100M+
NSF
NIH
NASA
DEPARTMENT OF DEFENSE
UNITED STATES OF AMERICA
DEPARTMENT OF ENERGY
UNITED STATES OF AMERICA

AN ASSESSMENT OF THE SBIR PROGRAM AT THE NATIONAL SCIENCE FOUNDATION

Committee for
Capitalizing on Science, Technology, and Innovation:
An Assessment of the Small Business Innovation Research Program

Policy and Global Affairs

Charles W. Wessner, Editor

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OF THE NATIONAL ACADEMIES

THE NATIONAL ACADEMIES PRESS
Washington, D.C.
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DIE LUFT DER FREIHEIT WEHT
1891
CALIFORNIA REPUBLIC
NSF

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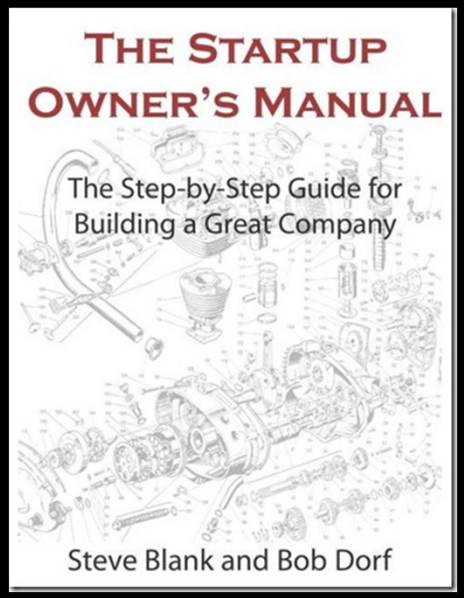
Lean LaunchPad Course

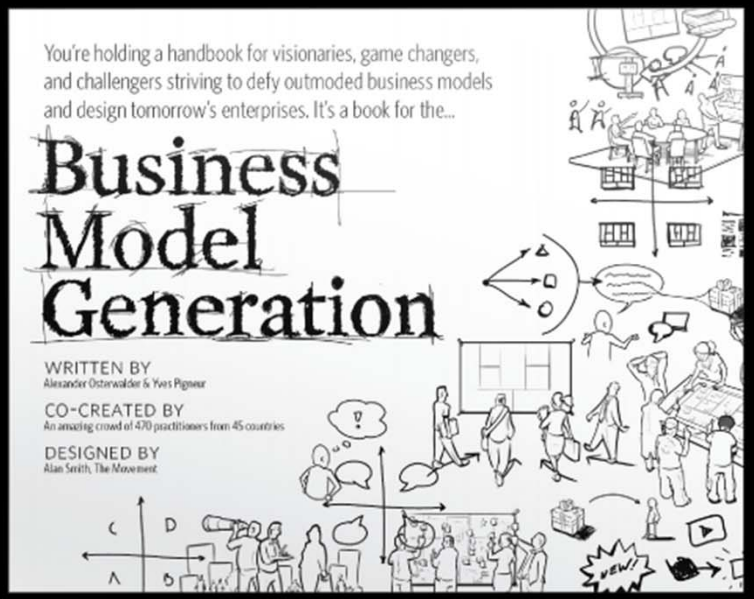
Developed by

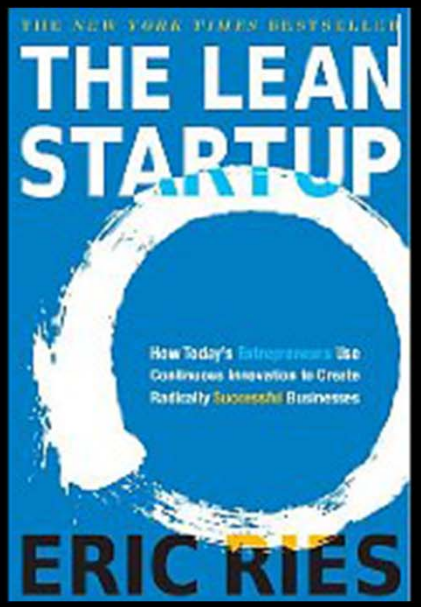
entrepreneurs

Taught by

entrepreneurs


THE STARTUP OWNER'S MANUAL
The Step-by-Step Guide for Building a Great Company
Steve Blank and Bob Dorf


You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...
Business Model Generation
WRITTEN BY
Alexander Osterwalder & Yves Pigneur
CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries
DESIGNED BY
Alan Smith, The Movement


THE NEW YORK TIMES BESTSELLER
THE LEAN STARTUP
How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
ERIC RIES

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Classroom
Discussion
Wiki
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How to Build a Startup (EP245)
The Lean LaunchPad
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4k
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2,424
+1
740

The Economist
SPECIAL REPORT
TECH STARTUPS
January 18th 2014
A Cambrian moment

Steve Blank is a consulting associate professor at Stanford University and a lecturer and National Science Foundation principal investigator at the University of California at Berkeley and Columbia University. He has participated in eight high-tech start-ups as either a cofounder or an early employee.

Why the Lean Start-Up Changes Everything

by Steve Blank

HBR.ORG
Harvard Business Review
MAY 2013

25 Idea Watch
The Limits of Social Influence
Sinan Aral

92 Spotlight
In Search of the Next Big Thing
An interview with Marc Andreessen

141 Case Study
The Unmanageable Star Performer
Abhishek Goel

TURN A GREAT IDEA INTO A GREAT BUSINESS

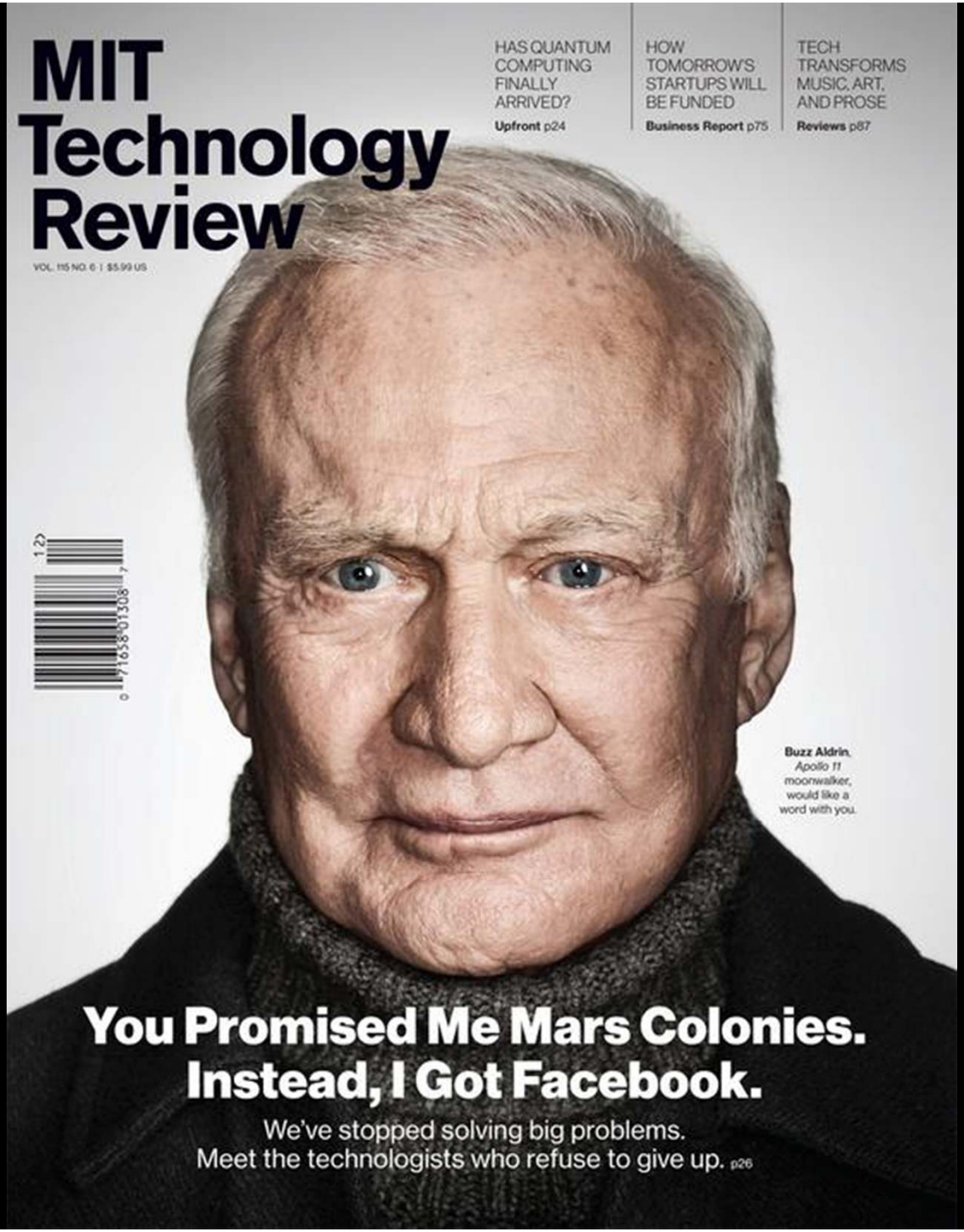
"Lean" is changing everything you know about starting a new venture PAGE 63

by Harvard Business School's Shikhar Ghosh shows, 75% of all start-ups fail.

But recently an important countervailing force has emerged, one that can make the process of starting a company less risky. It's a methodology called the "lean start-up," and it favors experimentation over elaborate planning, customer feedback over intuition, and iterative design over traditional "big design up front" development. Although the methodology is just a few years old, its concepts—such as "minimum viable product" and "pivoting"—have quickly taken root in the start-up world, and business schools have already begun adapting their curricula to teach them.

The lean start-up movement hasn't gone totally mainstream, however, and we have yet to feel its full impact. In many ways it is roughly where the big data movement was five years ago—consisting mainly of buzzword that's not yet widely understood, whose implications companies are just beginning to grasp. But as its practices spread, they're turning the conventional wisdom about entrepreneurship on its head. New ventures of all kinds are attempting to improve their chances of success by following its principles of failing fast and continually learning. And despite the methodology's name, in the long term some of its biggest payoffs may be gained by the *large* companies that embrace it.

In this article I'll offer a brief overview of lean start-up techniques and how they've evolved. Most important, I'll explain how, in combination with other business trends, they could ignite a new entrepreneurial economy.


MIT Technology Review
VOL. 115 NO. 6 | $5.99 US
HAS QUANTUM COMPUTING FINALLY ARRIVED?
Upfront p24
HOW TOMORROW'S STARTUPS WILL BE FUNDED
Business Report p75
TECH TRANSFORMS MUSIC, ART, AND PROSE
Reviews p87
Buzz Aldrin, Apollo 11 moonwalker, would like a word with you.
You Promised Me Mars Colonies. Instead, I Got Facebook.
We've stopped solving big problems. Meet the technologists who refuse to give up. p26

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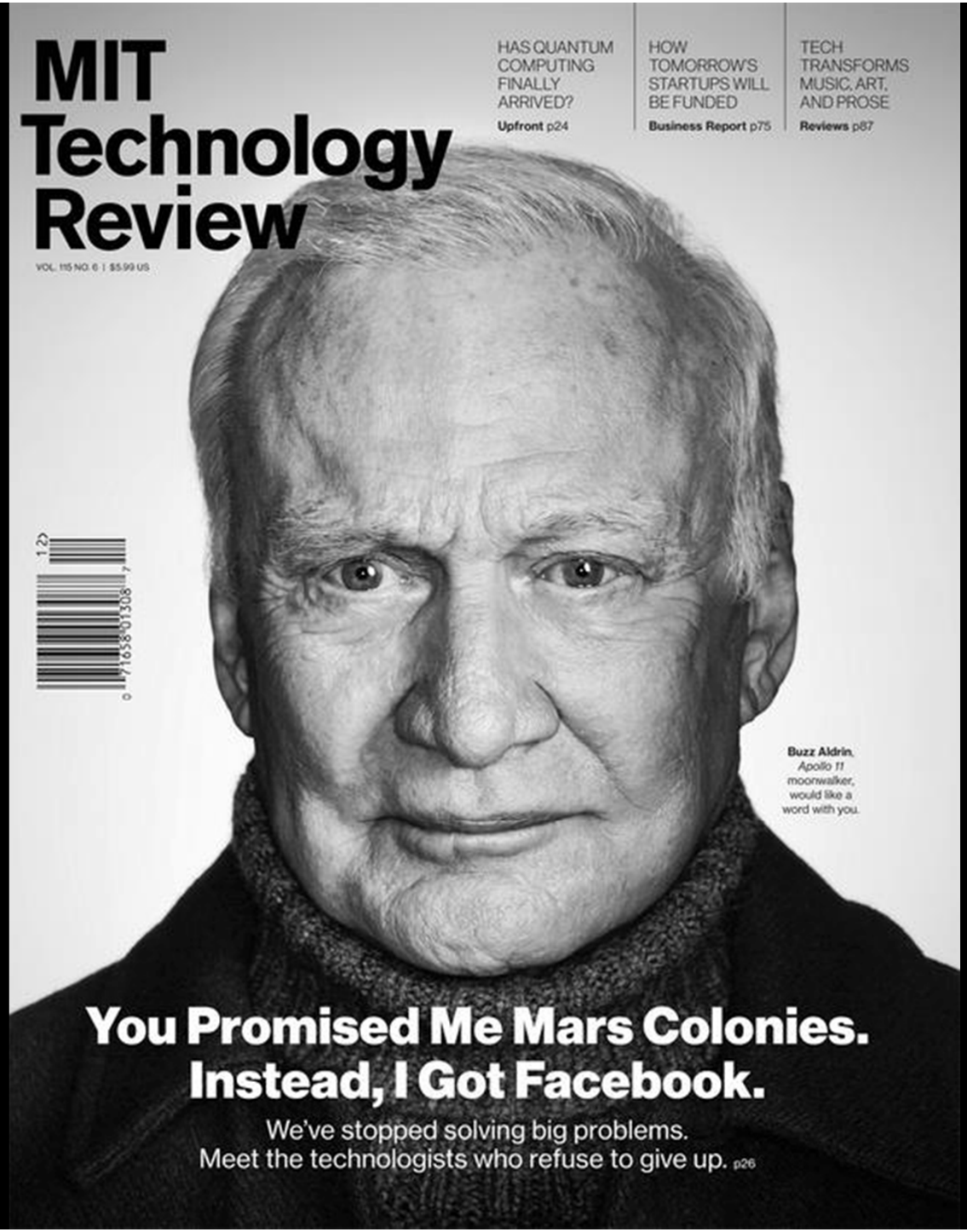


Buzz Aldrin, *Apollo 11* moonwalker, would like a word with you.

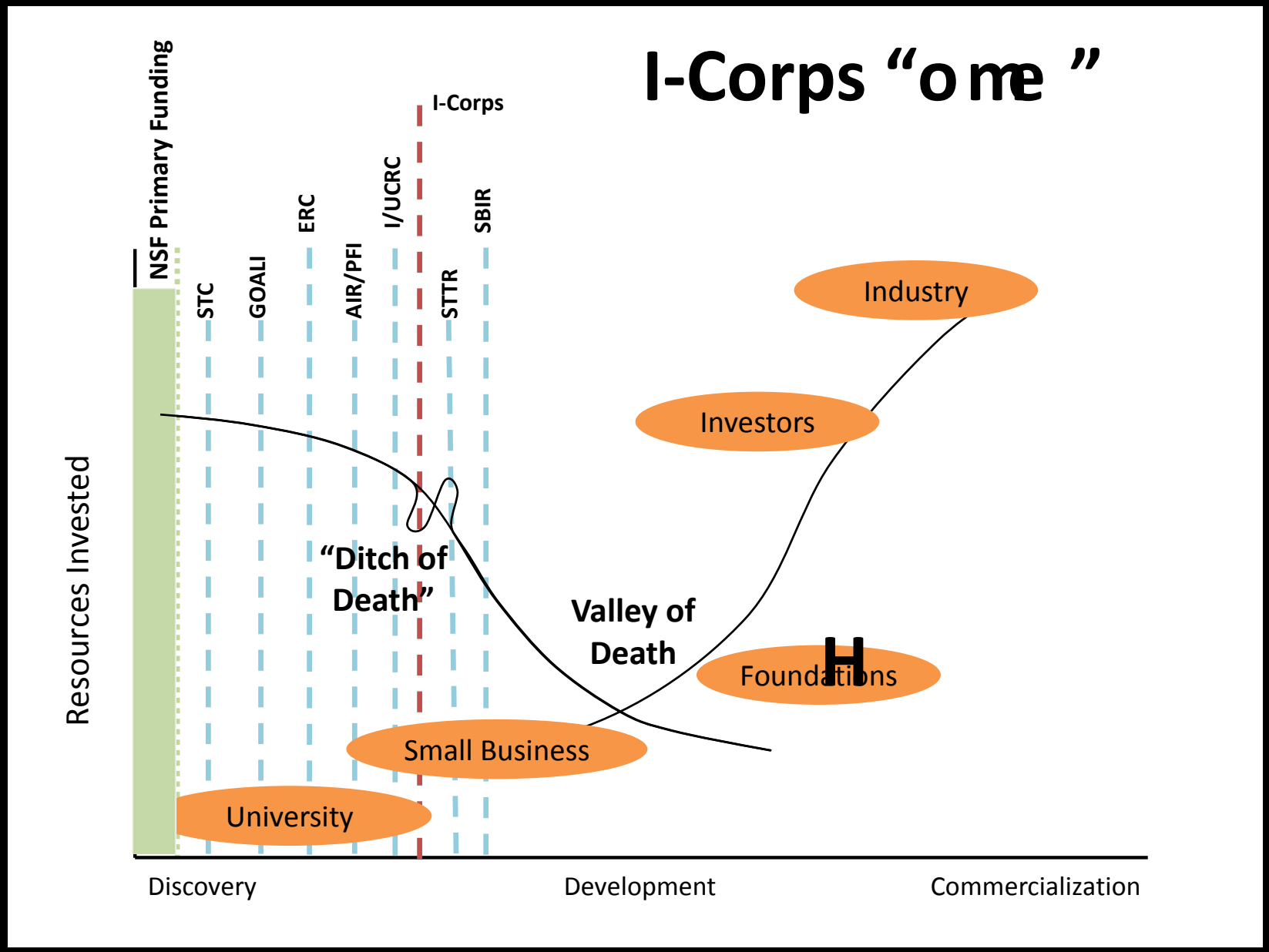
You Promised Me Mars Colonies. Instead, I Got Facebook.

We've stopped solving big problems.
Meet the technologists who refuse to give up. p26

I-Corps *Nodes*

DC Regional *Node*

What is *I-Corps?*


I-Corps “o me ”
NSF Primary Funding
STC
GOALI
ERC
AIR/PFI
I/UCRC
I-Corps
STTR
SBIR
Industry
Investors
“Ditch of Death”
Valley of Death
Foundations
Small Business
University
Resources Invested
Discovery
Development
Commercialization

6-Week *Program*

3-Person *Teams*

Teaching *Team*

Immersive *Experiential*

100 ***Interviews***

Go or *No Go*

Results *to date*

National

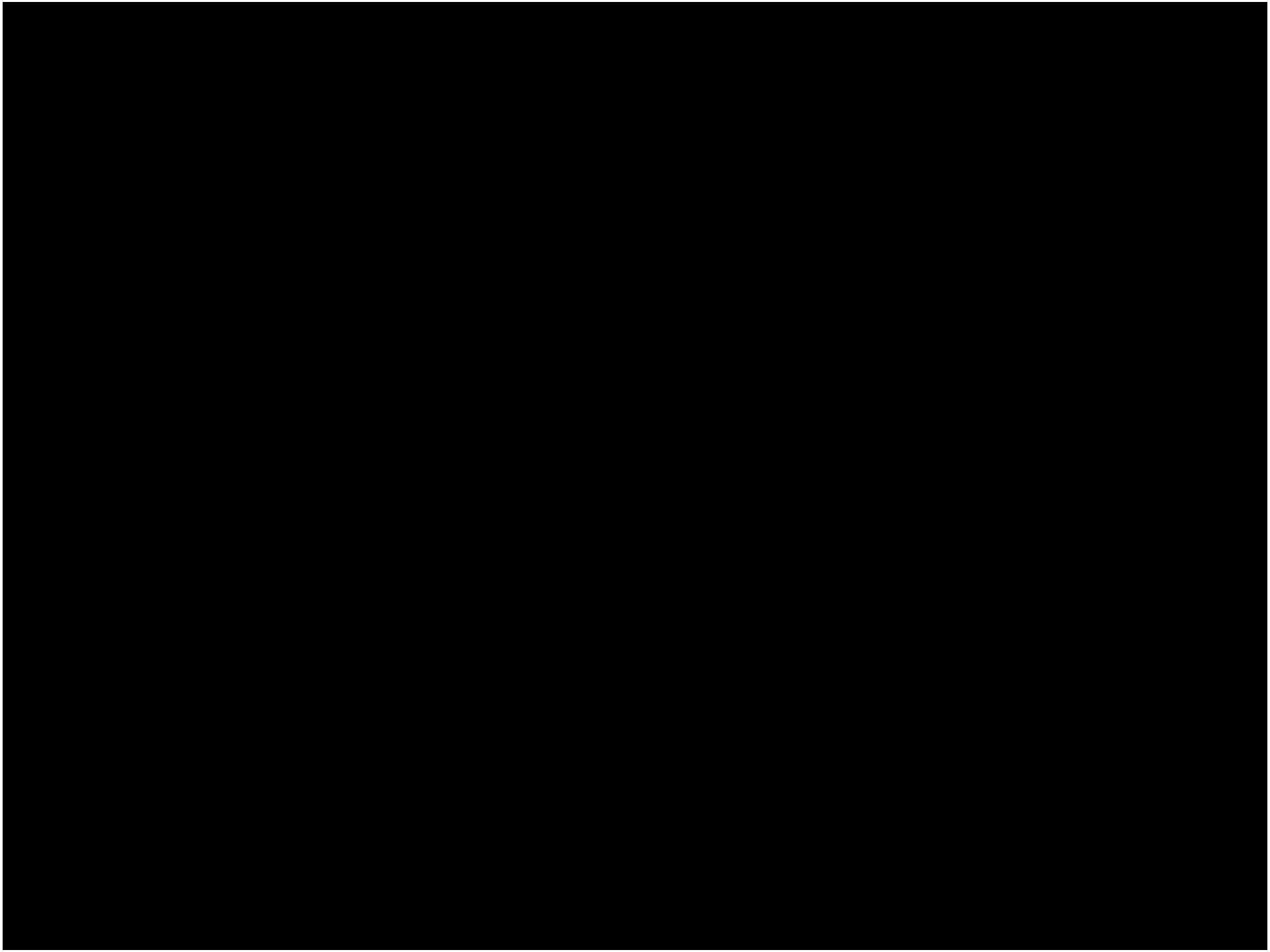
- 12 cohorts
- 300 teams
- Over half form companies
- 3x SBIR acceptance
- Many raise grant/VC

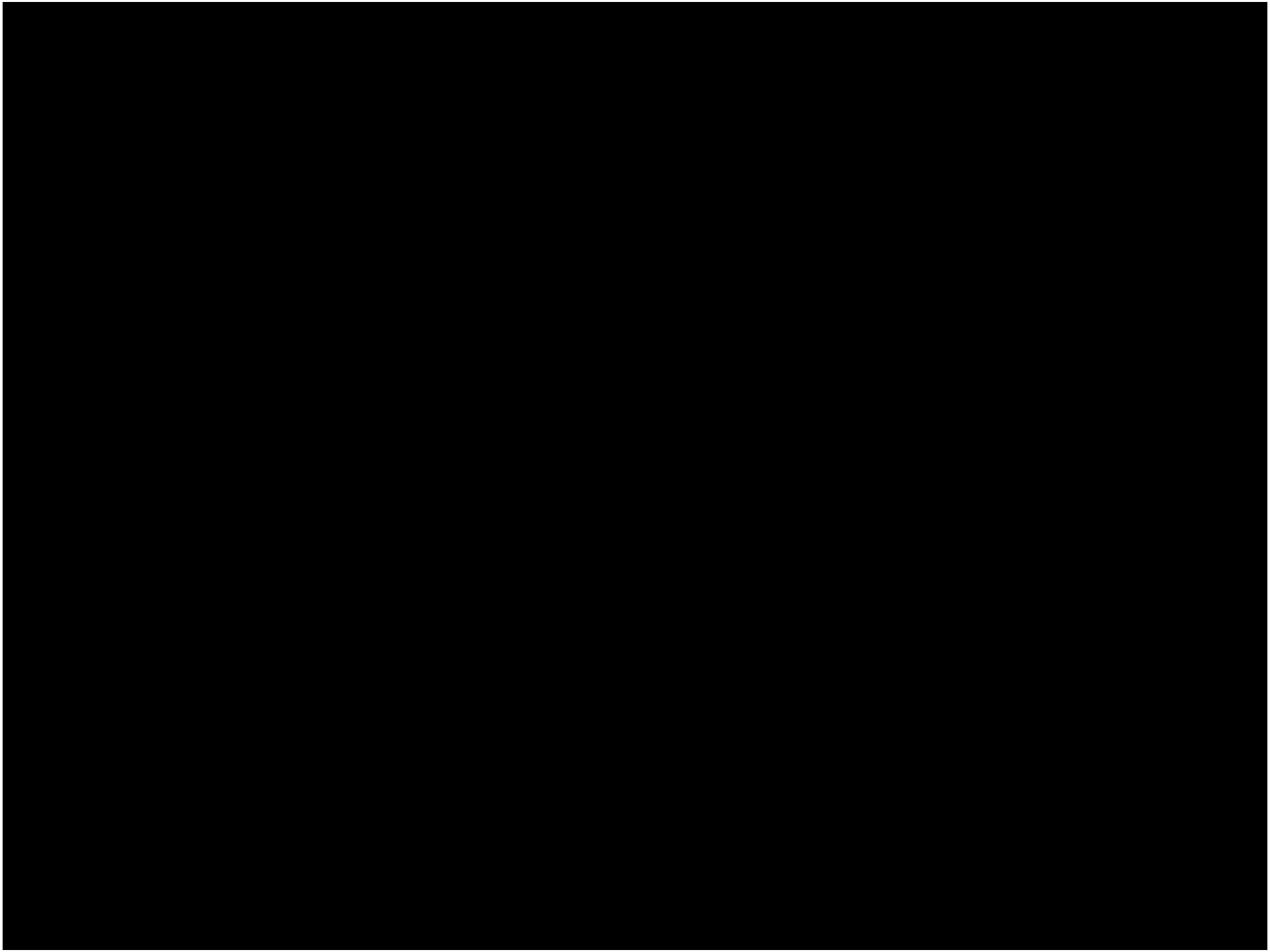
DC Regional

- 2 cohorts
- 30 teams
- Regional & NIH
- Resource for region
- Focus on federal labs

Ongoing *Challenges*

Questions





Next *Steps*

Federal Laboratory Technology Transfer

Fiscal Year 2010

Summary Report to the President and the Congress

Prepared by:
National Institute of
Standards and Technology
U.S. Department of Commerce

August 2012

NIST

$200 *Billion*

Commercialization

Problem

The White House

Office of the Press Secretary

E-Mail Tweet Share +

For Immediate Release

October 28, 2011

Presidential Memorandum -- Accelerating Technology Transfer and Commercialization of Federal Research in Support of High-Growth Businesses

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Accelerating Technology Transfer and Commercialization of Federal Research in Support of High Growth Businesses

“My objective is to foster innovation by increasing the rate of technology transfer and the economic and societal impact from Federal research and development (R&D) investments.”

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“This will be accomplished by committing each executive department and agency that conducts R&D to improve the results from its technology transfer and commercialization activities.”

- President Obama, October 2011

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- President Obama, October 2011

National *Regional*

National I-Corps

Regional I-Corps

National I-Corps

- NSF lineage required

Regional I-Corps

- Open to *any* tech team

National I-Corps

- NSF lineage required
- **NSF selects teams**

Regional I-Corps

- Open to *any* tech team
- **DC I-Corps selects teams**

National I-Corps

- NSF lineage required
- NSF selects teams
- **PI required**

Regional I-Corps

- Open to *any* tech team
- DC I-Corps selects teams
- **No PI required**

National I-Corps

- NSF lineage required
- NSF selects teams
- PI required
- **Must bring Mentor**

Regional I-Corps

- Open to *any* tech team
- DC I-Corps selects teams
- No PI required
- **Will match with Mentor**

National I-Corps

- NSF lineage required
- NSF selects teams
- PI required
- Must bring Mentor
- **Pre-company formation**

Regional I-Corps

- Open to *any* tech team
- DC I-Corps selects teams
- No PI required
- Will match with Mentor
- **Can be “early” company**

National I-Corps

- NSF lineage required
- NSF selects teams
- PI required
- Must bring Mentor
- Pre-company formation
- **$50K grant**

Regional I-Corps

- Open to *any* tech team
- DC I-Corps selects teams
- No PI required
- Will match with Mentor
- Can be “early” company
- **No grant money, but free**

National I-Corps

- NSF lineage required
- NSF selects teams
- PI required
- Must bring Mentor
- Pre-company formation
- $50K grant
- **Offered 4+ times a year**

Regional I-Corps

- Open to *any* tech team
- DC I-Corps selects teams
- No PI required
- Will match with Mentor
- Can be “early” company
- No grant money, but free
- **Offered 3-4 times a year**

National I-Corps

- NSF lineage required
- NSF selects teams
- PI required
- Must bring Mentor
- Pre-company formation
- $50K grant
- Offered 4+ times a year
- **Often sent out of region**

Regional I-Corps

- Open to *any* tech team
- DC I-Corps selects teams
- No PI required
- Will match with Mentor
- Can be “early” company
- No grant money, but free
- Offered 3-4 times a year
- **Hosted/staffed regionally**

National I-Corps

- NSF lineage required
- NSF selects teams
- PI required
- Must bring Mentor
- Pre-company formation
- $50K grant
- Offered 4+ times a year
- Often sent out of region
- **No “post” program**

Regional I-Corps

- Open to *any* tech team
- DC I-Corps selects teams
- No PI required
- Will match with Mentor
- Can be “early” company
- No grant money, but free
- Offered 3-4 times a year
- Hosted/staffed regionally
- **Two-phase post program**