I-Corps Cognizant Program Directors
Errol Arkilic, ENG & OIA
Babu DasGupta, ENG
Richard Voyles, CISE
Resources Invested

Discovery | Development | Commercialization

University | Small Business | Valley of Death | Investors | Industry

NSF overall | STC | GOALI | ERC | AIR/PFI | I/UCRC | STTR | SBIR | I-Corps

"Ditch of Death"
I-Corp (Background)

• Leveraging NSF-lineage of previous support
• Small grants to focus on creating a commercialization roadmap
  – Addresses the “Ditch of Death”
• Nimble funding – Quick assessment
• Team-based – Commercialization is team effort
• Process-oriented - Curriculum-focused
Program Details (Project Proposal)

• Solicitation 11-560
• Written authorization from Cognizant PD required to submit proposal
• 5-page proposal
  – Team (2 pages)
  – NSF Lineage (1 Page)
  – Potential Commercial Impact (1 page)
  – Project Plan/Demo (1 page)
• Rolling process, Quarterly batches
• 4-week turnaround to award, Internal Review
Topic-Specific Program Directors

Charles Liarakos - BIO
Richard Voyles - CISE
Don Millard – EHR
Babu DasGupta – ENG
David Verardo – GEO
Mary Galvin-Donoghue – MPS
Irene Qualters – OCI
David Croson - SBE
Q4 FY11 Results

• Over 350 inquiries
• 25 proposals
• 21 Awards (Start Date Oct. 1)
• Curriculum kickoff Oct. 10 - 12 at Stanford
  – Based on Lean Startup approach
  – 65 participants - peers
  – Tracking blog posts required
  – Two follow-on (3 hr) Curriculum Webinars (to date)
Eng Leads the Pack

I-Corps support by Directorate
Q4FY11 (total = 21)
Posting as form of engagement

# of Blog Posts as of Oct. 23 2011
Lessons Learned (so far)

• Peer-to-peer nature of the curriculum is a powerful team motivator
• The mentor engagement/dynamic - critical success factor
• Initial team re-positioning is impressive
  – lots of learning going on
Panel Q&A

• Ilesanmi Adesida – UIUC
• Errol Arkilic – NSF, Program Director ENG/OIA
• Dedric Carter NSF, Senior Advisor for Strategic Initiatives
• Babu DasGupta – NSF, Program Director ENG
• Farnam Jahanian NSF, AD CISE
• Pramod Khargonekar – University of Florida
• Michael Silevitch – Northeastern University