

I-Corps South Regional Fall 2019 Cohort University of Tennessee October 3, 10, and 17, 2018

Joint Institute for Advanced Materials
2641 Osprey Vista Way,
Knoxville, TN 37996

I-Corps is a program of the National Science Foundation (NSF) that equips researchers and entrepreneurs with the tools to validate the **value proposition** of their ideas from the perspective of potential customers. The workshop is a hands-on introduction to the process of **Customer Discovery** designed to give the entrepreneur insight into how future customers will respond to products that are developed by the new venture. The workshop series runs over two weeks during which are 3 onsite workshops along with 30 customer interviews.

I-Corps South Regional Cohort Schedule

October 3	Kick-off, Customer Discovery, Business Thesis, Interview Techniques
October 4 – 9	Customer Interviews, 30 min office hour call
October 10	Workshop #2 – Business Models
October 11 – 16	Customer Interviews, 30 min office hour call
October 17	Workshop #3 – Lessons Learned, What's Next

Benefits and Outcomes

- A new perspective into how buying decisions are made by prospective customers
- Hands-on learning in how to conduct a fruitful customer interview
- Access to expertise from UT's Anderson Center for Entrepreneurship and Innovation
- Recommendation for application to I-Corps National Cohort: \$50,000 grant for 100 customer interviews
- Substantially increased potential for SBIR Grant awards

To Apply: <https://icorpssouth.com/regional-cohorts/apply-now/>

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