

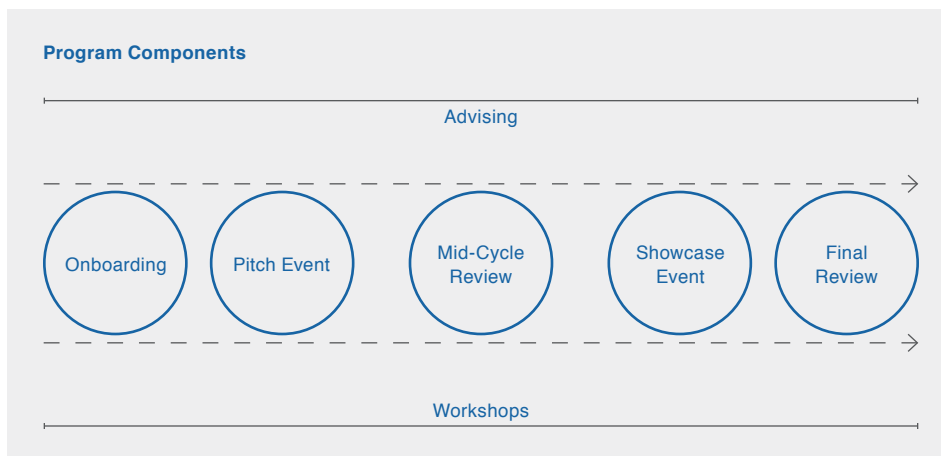
A woman with curly hair is shown in profile, focused on a tablet device. She is seated at a desk in a modern office environment. In the background, other people are working at desks with computer monitors, and a checkered chair is visible. The lighting is bright and professional.

UCI Applied
Innovation

Wayfinder[™]

Incubator @ UCI Applied Innovation

Wayfinder is a program for UCI-affiliated startups that is designed to accelerate venture development by providing teams with space, strategic guidance, and other valuable support resources. The program is managed by UCI Applied Innovation and run out of The Cove, the organization's physical space in the University Research Park.



Overview

Value of Participation

Teams in Wayfinder have access to guidance and mentorship from UCI Applied Innovation's Experts-in-Residence Network, learning experiences through workshops and office hours, work space and meeting rooms, networking and exposure opportunities, and funding resources, including the [Cove Fund](#). As a central part of UCI Applied Innovation's entrepreneurial ecosystem, Wayfinder teams may experience additional tangential benefits and enrichment opportunities that result from their enhanced engagement with the community. There is no cost to the startup associated with participation in the program.

Program Components

The scope of the program covers the following basic components. More details about the requirements and expectations surrounding participation in the program are distributed to the teams upon admission.

Pitch Event: initial pitch event to expose new teams entering the program to mentors and the Applied Innovation community

Workshops: exclusive workshops on various entrepreneurship subject areas

Advising: guidance, expertise, feedback, and connections through meetings and office hours with mentors

Formal Reviews: strategic guidance and quality feedback about startup progress from teams of reviewers at the midpoint and end of program cycle

Showcase Event: final showcase event for teams completing their cycle to present their startup's development to mentors, the Applied Innovation community, potential investors, and other interested parties

Program Length

Six Wayfinder cycles run per calendar year. Each team is admitted for one cycle approximately three months long with the possibility of cycle renewal. While cycles exist to create a shared experience among teams and allow for calendar

alignment, each individual team's experience and respective progress targets are customized. See Application Process below for specific cycle dates and deadlines.

Application Process

Eligibility

To apply for the Wayfinder program, a team must meet **one or more** of the following criteria:

1. Be using UCI-owned intellectual property as a core part of the startup's business idea
2. Have at least one active team member (co-founder or member of the management team) who is a current UCI faculty, student, or staff
3. Have at least one active team member (co-founder or member of the management team) who is a UCI alumnus (degree program or minimum completion of 16 units)

Applying for the Program



Cycle Dates & Application Deadlines

2017 Cycle	Application Deadline	Cycle Dates
1	Not offered in 2017	
2	Mar 3, 2017	Apr 3 – Jul 30, 2017
3	May 19, 2017	Jun 19 – Sep 24, 2017
4	Jun 30, 2017	July 31 – Nov 19, 2017
5	Sep 1, 2017	Oct 2, 2017 – Feb 4, 2018
6	Oct 27, 2017	Nov 27, 2017 – Mar 18, 2018

In some unique cases, exceptions may be made for non-UCI students whose university's existing entrepreneurial offerings are for some reason insufficient.

Admissions Criteria

Successful applicants to Wayfinder will exhibit the following characteristics:

- The startup team has a basic understanding of its current business model and is able to effectively communicate it.
- The startup's business model is repeatable and scalable.
- The startup addresses a real problem or customer need and will offer a product/service that is unique or hard to duplicate.
- The startup team can demonstrate that it has initiated the process of customer discovery by testing customer reactions to its business model hypotheses.

Prior to approaching UCI Applied Innovation and applying to Wayfinder, it is expected that the startup team has engaged extensively with other entrepreneurial support resources available through UCI schools, centers, and programs. Additionally, teams will be evaluated for fit based on their progress goals for their startup, expectations for the program, and mentoring needs.

Applying for the Program

Teams interested in applying to Wayfinder must first **schedule a consultation**. At the consultation, a team of application consultants will either recommend that the team **submit an application** to Wayfinder or will redirect the team to other resources if they are presently unready or unfit for the program. After the application deadline, submitted applications will be reviewed and select teams will be invited for an interview before a final admissions decision is made. Teams that are unsuccessful in the application process are still eligible to reapply to the program at a future date. For additional support, see the Campus Resources section.

Application Components

The application consists of addressing the following aspects of your startup:

- Application consultation confirmation
- Entrepreneurship resources used at UCI prior to application
- Basic startup information (name, type, industry, UC IP case number if applicable, website, link to pitch deck)
- Detailed startup information (value proposition, sustainable competitive advantage, evidence of customer discovery process, milestones completed)
- Goals and needs (progress goals for the program cycle, overarching goals for team's experience in the program, assistance/mentorship requests)
- Commitment to active participation in the program
- Contact information and UCI affiliation of team members

Application Links

→ Schedule an application consultation:
email wayfinder@uci.edu

→ Apply to the program:
http://innovation.uci.edu/wayfinder_application

Campus Resources

Application Workshop

Approximately one month before each application deadline, the ANTrepneur Center offers a workshop about basic business modeling to aid prospective applicants. It is highly recommended that all teams applying to Wayfinder attend this workshop prior to submitting an application. Register on the UCI Applied Innovation website!

Upcoming Workshops

February 15 / 11:30 am – 1:30 pm

Beall Center for Innovation and Entrepreneurship

April 19 / 11:30 am – 1:30 pm

Beall Center for Innovation and Entrepreneurship

May 31 / 11:30 am – 1:30 pm

Beall Center for Innovation and Entrepreneurship

August 2 / 11:30 am – 1:30 pm

Beall Center for Innovation and Entrepreneurship

September 27 / 11:30 am – 1:30 pm

Beall Center for Innovation and Entrepreneurship

Campus Partners

The following represent key campus partners that are excellent resources to engage with and utilize, especially prior to applying to Wayfinder.

The ANTrepneur Center:

Provides free mentorship with integrative learning opportunities and resources to help UCI students scale their business, and connections to the greater Irvine entrepreneurial network.

<http://antrepneur.uci.edu/>

Beall Center for Innovation & Entrepreneurship:

Operating out of the Paul Merage School of Business, provides education and hands-on opportunities for UCI students to learn about the process of entrepreneurship and innovation. <http://merage.uci.edu/ResearchAndCenters/Beall/Default.aspx>

Beckman Laser Institute (BLI):

A multi-disciplinary center for biomedical optics, offers research and programs, education and training, a medical clinic, and a photonic incubator.

<http://www.bli.uci.edu/>

California Institute for Telecommunications and Information Technology (Calit2):

In collaboration with UC San Diego, leverages academic expertise with industry experience to conduct cutting-edge research in diverse field with the goal of developing innovative information technology-based products and services to benefit society and ignite economic development in the region and state. <http://www.calit2.uci.edu/about-calit2/default.aspx?cguid=C345CEEB-9994-4D4C-B809-C5FE6BA1A2C9>

Institute for Clinical & Translational Science (ICTS):

Funded by the National Institutes of Health under the Clinical and Translational Sciences Award (CTSA) program, provides services and support to clinical and translational science in several key areas. <https://www.icts.uci.edu/>

Undergraduate Research Opportunities Program (UROP):

Provides UCI undergraduates with funding and opportunities for research across every discipline, interdisciplinary program, and school on campus, and also with many outside agencies including national laboratories, industrial partners, and other universities.

<http://www.urop.uci.edu/about.html>

Contact Us

→ Questions: email wayfinder@uci.edu