Take your great idea from the lab to the marketplace

I-Corps is a market discovery program, through UCI Applied Innovation, that leads campus innovators through an immersive learning process to discover their product’s place in the market.

Through this National Science Foundation (NSF)-funded grant program, our team of experts trains innovators on how to broaden the impact of basic research projects and develop effective solutions to customer problems.

Why Participate in I-Corps?
I-Corps participants benefit from invaluable insight and opportunities, which include:

- **FUNDING**
  Receive funding up to $2,200 that can be used for customer discovery expenses and prototype development

- **NETWORKING**
  Access mentorship, regional venture funding, incubators, and support via our entrepreneurial network

- **GROWING**
  Dramatically increase your success rate for other commercialization funding opportunities like SBIR, CAI, NSF, and POP Grants

- **ACCELERATING**
  Become eligible to apply to the NSF National I-Corps program ($50,000 grant award)

- **At the end of four weeks, teams will:**
  - Learn key concepts of a lean startup methodology
  - Interview at least 30 potential customers or end users
  - Accelerate understanding of the market landscape
  - Jump start commercialization activities
  - Improve other commercialization funding prospects
  - Reach a “go” or “no-go” decision for your project

**Apply Today**
I-Corps is offered three times per calendar year, meeting once a week for four weeks. The classes include regular homework assignments, and participants are expected to dedicate an average of five-to-six hours per week outside of the classroom.

See current cycle dates and application deadlines: innovation.uci.edu/programs/i-corps

---

**UCI Applied Innovation**

5141 CALIFORNIA AVENUE
IRVINE, CA 92697-7700
949-824-COVE (2683)

**website:** innovation.uci.edu
**email:** icorps@uci.edu
**news:** innovation.uci.edu/news

---

**UCI Cove**

UCI Applied Innovation

---

1305.01