



I-Corps funds are intended for **CUSTOMER DISCOVERY** activities. Costs associated with prototype development are also permitted. If you have any questions about permissible reimbursements, before purchasing, contact Melanie Simko (msimko@andrew.cmu.edu).

**YES: I can be reimbursed for.....**

1. Domestic Travel (Canada and Mexico are **not** considered domestic under this grant)
  - Flights (we do not reimburse for travel insurance or flight cancellation fees)
  - Mileage
  - Rental cars, Uber/Lyft, bus fare
  - Parking and tolls
2. Industry trade shows and customer meetings
  - Registration fees
  - Setup charges for trade show / expo displays
  - Costs for transporting products (postage, shipping, containers, pallets)
  - Rental fees
3. Prototype development
  - Equipment and parts
  - Software
  - Surveys and assessments
  - Lab reagents and supplies
  - Technical services (e.g., seamstress)
4. CMU student interns [much harder but usually can be worked out]
5. Miscellaneous
  - marketing costs (no professional fees associated with marketing)
  - society memberships to explore customer discovery opportunities (not for sole benefit of the individual)
  - web hosting fees

**NO: I can't be reimbursed for ....**

1. Common hardware: laptops/desktops, tablets, phones, printers
2. Professional consultation, such as legal services, accounting, marketing, patent costs
3. Incentives for surveys
4. Food and alcohol