

*NSF I-Corps Program Spring 2019 Schedule  
(schedule subject to change)*

Date	Location and Time	Event	Due on this Date	Reading Assignment
Monday, January 28		Application Deadline	Teams submit applications	
Friday, February 1		Teams Announced	N/A	
Week of February 4	Scheduled by teams and EIRs	Teams have introductory meeting with assigned EIRs ( <i>Melanie will introduce via email</i> )	N/A	<i>Startup Briefs</i> - teams read Parts I-III before 2/13 meeting, <i>Talking to Humans</i> [free pdf]
Tuesday, February 5	Swartz Center, Tepper Quad 12:30-1:30 pm	CONNECTS Lean Startup – Dave Mawhinney	N/A ( <i>Teams attend CONNECTS session, EIRs not required to attend</i> )	
Wednesday, February 6	Swartz Center, Tepper Quad 12:30-1:30 pm	CONNECTS Business Model Canvas – Will Kaigler	N/A ( <i>Teams attend CONNECTS session, EIRs not required to attend</i> )	
Wednesday, February 13	Newell Simon Hall 3305 5 - 7 pm	<b>Cohort Meeting 1:</b> Customer Discovery and Competitive Analysis – <i>Kit Needham</i>	Business Model Canvas (complete value prop, customer segment and revenue streams sections)	
Wednesday, February 20	Newell Simon Hall 3305 5 - 7 pm	<b>Cohort Meeting 2:</b> Market Research and Linked In – <i>Ryan Splenda and Reed McManigle</i>	Initial Target Customer Worksheet ( <i>will be given to teams at 2/13 meeting</i> )	Teams read Part IV of <i>Startup Briefs</i> before 3/6 meeting
Wednesday, March 6	Project Olympus 5- 7 pm	<b>Cohort Meeting 3:</b> Networking with Prior Teams Best Practices/Questions	Minimum of 5 customer discovery interviews completed (goal is 30 interviews completed by April 10)	
Wednesday, March 20	Newell Simon Hall 3305 5 - 7 pm	<b>Cohort Meeting 4:</b> Communications Workshop – <i>Kit Needham</i> Best Practices / Questions		
Wednesday April 10	Newell Simon Hall 3305 5 - 7 pm	<b>Cohort Meeting 5:</b> Review Brochures (group breakout) Customer Discovery Report Go / No Go decision Program Survey completion	Draft of Brochure (1 copy for each team and staff for review and discussion) Teams report on customer discovery/lessons learned	
Wednesday, April 17	Newell Simon Hall 3305 5 - 7 pm	<b>Cohort Meeting 6:</b> Product Pitch Presentations – Session 1	Teams present 5 minute product pitches (Teams select date March 20)	
Wednesday, April 24	Newell Simon Hall 3305 5 - 7 pm	<b>Cohort Meeting 7:</b> Product Pitch Presentations – Session 2	Teams present 5 minute product pitches (Teams select date at March 20)	