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