

Date	Location and Time	Event <i>NSF I-Corps Program Fall 2021 Schedule 9 weeks (schedule subject to change)</i>	Due on this Date	Reading/Video Assignment/ Other
Week of Sept. 21	Scheduled by teams and EIRs	Teams have introductory meeting with assigned Entrepreneur –in – Residence (EIRs) (<i>Melanie will introduce via email</i>)		Teams read <i>Talking to Humans</i> [free pdf] before Meeting 1 .
Tues. 9/21/21	Live or On Demand	CONNECTS Is My Idea a Good One? Link to video: https://www.youtube.com/watch?v=gnIHGFdp8ZQ		Attend or watch prior to Meeting 1 .
Wed. 9/22/21	4-6 pm Zoom	I-Corps Meeting 1: Program Intro (20 min) Team Intros (30 min.) Break (5 min) Customer Discovery Workshop <i>Kit Needham</i> (40 min) Linked In – <i>Reed McManigle</i> (20 min)	Hypothesis, Sample interview Questions and Target Customers (will work on during 9/22 meeting)	Complete Customer Interview Guide and identify 5 potential interviewees and bring to meeting.
Tues. 10/5/21	Live or On Demand	CONNECTS Business Model Canvas Link to video: https://www.youtube.com/watch?v=0bQ9Jtgdy-g		N/A
Wed. 10/6/21	4-6 pm Zoom	I-Corps Meeting 2: Market Research– <i>Ryan Splenda</i> (40 min) Teams present customer discovery progress to cohort (<i>5 minutes per team, 80 minutes</i>)	Minimum of 5 customer discovery interviews completed	Prepare 1 slide of customer discovery progress to share with cohort (template will be provided)
Tues. 10/12/21	Live or On Demand	CONNECTS Lean Startup Link to video: https://www.youtube.com/watch?v=umfPkSjPmz0		N/A
Wed. 10/20/21	4-6 pm Zoom	Cohort Meeting 3: Communications Workshop / Ecosystem Maps <i>Kit Needham</i> (50 min) Break (5 min) Teams present customer discovery progress in breakout groups / zoom rooms with randomly assigned EIR (45 minutes)	Minimum of 15 customer discovery interviews completed	Prepare 1 slide of customer discovery progress to share with cohort using template Teams select slot for final pitch.
Wed. 10/27/21	4-6 pm Zoom	Cohort Meeting 4: <i>Panel of former teams (40 min)</i> Teams give elevator pitch to panel Founders Pie resources – <i>Kit Needham</i>	Minimum of 20 customer discovery interviews completed	Elevator pitch
Tues. 11/2/21	Live or On Demand	CONNECTS Founder’s Pie Link to video: https://www.youtube.com/watch?v=1NxQWcPjNMI		N/A
Wed. 11/3/21	4-6 pm Zoom	Cohort Meeting 5: Review Brochures Report on customer discovery progress		Bring 6 copies of draft of brochure
Wed. 11/17/21	4-6 pm Zoom	Cohort Meeting 6: General Audience Pitch Presentations Program survey completed	Teams present 4 minute pitches. Q&A will be 2 questions per team.	Teams use template provided on Oct 20 (30 interviews completed by 11/17/21)