

## Researchers Considering a Technology-based Startup

Explore taking your new technology to the marketplace  
Get entrepreneurial training, support, and up to \$1,500 to identify customers  
Learn how to apply for \$50,000 from the NSF  
Increase your chances of receiving an SBIR/STTR award

[APPLY HERE](#)

## Join the I-Corps Spark Program at MIT

A free 3-week program to help researchers and engineers explore the potential applications of their new technologies.

### Next Program:

Program Kickoff – **February 6, 2019 from 5:00pm – 8:00pm**

Final Presentations – **February 27, 2019 from 5:00pm – 8:00pm**

Location: MIT Building W20 (<https://whereis.mit.edu/?go=W20>) Twenty Chimneys room

### How it works:

The interactive course begins with an in-person evening kickoff workshop where teams learn how to:

- Identify their top customer segments
- Develop hypotheses about the value proposition they offer each segment
- Find and effectively interview potential customers about their problems/needs

Over the next three weeks, teams will speak with potential customers. Each week they have an Office Hour with instructors to check-in and receive coaching.

The program wraps-up with a final in-person evening workshop where teams present their findings, get more coaching, and learn about progressing their ideas. Teams that complete this part of the program may apply for a \$1,500 micro-grant to conduct additional customer discovery. The goal is to determine if they are solving a real-world problem with a viable market opportunity.

### Who it's for:

Your I-Corps project must be based on new, innovative, and differentiating technology that could be a candidate for a future SBIR proposal. The program is open to individuals and teams across New England

- Current faculty, postdocs, students and staff at any university
- Anyone else working on a serious STEM-related technology

**To apply or request more information – click [HERE](#)**