From:	New York I-Corps <info@newyorkicorps.org> on behalf of New York I-Corps
Sent:	Tuesday, August 1, 2023 11:39 AM
To:	eric@fuzehub.com
Subject:	Announcing the Fall 2023 Regional I-Corps Program! Team Applications are being reviewed NOW on a rolling basis until Wednesday, September 6, 2023!

New York I-Corps Hub x NYC Innovation Hotspot

Gotham Innovation Gambit

Applications for teams/startups are now OPEN!

Fall 2023 Regional I-Corps: Short and Long Course Options

Got an exciting research discovery or idea? Are you ready to learn what it takes to create your own startup?

The Gotham Innovation Gambit, hosted by the **New York I-Corps Hub** and the **NYC Innovation Hotspot,** is based on the **National Science Foundation's** successful Innovation Corps (I-Corps) curriculum. It enables participating teams to develop a business model and perform customer discovery, the process of evolving the product market fit —determining a product or solution that the market wants—based on intensive customer feedback.

The Gotham Innovation Gambit connects teams with the NSF I-Corps network of instructors, leaders, and the greater entrepreneurial ecosystem in New York and beyond.

The Fall 2023 Regional I-Corps Program will offer two course options: a (1) short course or (2) long course. Your team will select one option in this application (and will have the ability to switch during the course). As part of the short and long course, teams will conduct either **35 or 60 customer discovery interviews** and become eligible for nomination to the national I-Corps program. Participants also receive assistance with navigating resources to support every stage of entrepreneurship.

The **short course** will include lecture discussions covering the **"right side" of the business model canvas**, including **35 stakeholder interviews** to test Value Propositions, Customer Segments, Distribution Channels, Customer Relationships, and Revenue Streams. The **long course** will cover the **full business model canvas** to cover all nine elements (those described previously, as well as Key Partners, Key Activities, Key Resources, and Cost Structure) and will require teams to conduct **60 stakeholder interviews**.

Teams looking to go to the National I-Corps Program should consider the short-course, introductory offering, while community-based teams and startups should consider doing a deep-dive into the full business model canvas through the long-course option.

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Regional I-Corps Short Course Fall 2023 Course Dates:

- **Kickoff Session 1:** September 27, 2023

- **Kickoff Session 2:** September 29, 2023

- **Mid Sessions:** October 6 & October 13, 2023

- **Short Course Finale Session:** October 18, 2023

Regional I-Corps Long Course Fall 2023 Course Dates:

- **Kickoff Session 1:** September 27, 2023

- **Kickoff Session 2:** September 29, 2023

- **Mid Sessions:** October 6, October 13, October 20, October 27, 2023

- **Long Course Finale Session:** November 3, 2023

Course Session Details and Times:
https://bit.ly/AtAGlanceCourseScheduleFall2023

Applications are being reviewed NOW on a rolling basis until
Wednesday, September 6, 2023 at 12:00 PM .

We recommend applying ASAP so teams have ample time to schedule the
required Zoom interview/discussion with the I-Corps Instructor Team

Apply Here - https://bit.ly/Fall2023NYICorpsRegional

SPRING 2023 — Gotham Innovation Gambit Program with New York I-Corps Hub:
Virtual I-Corps Lean Bootcamp Course

Program Goals:

- Teach scientists, inventors and first-time entrepreneurs the fundamental building blocks of the Agile Development and the Lean Launchpad methodology—in particular, Customer Discovery and the Business Model Canvas
- Build the foundation commercialization plan of your startup for future NSF I-Corps Team training, applying for NSF SBIR/STTR grants, and/or NYC Innovation Hot Spot programs
- Enable teams to make clear choices about the market viability of their concept
- Conduct 35-60 interviews over the course of the program with potential users, partners, decision makers, and stakeholders in the ecosystem
- Connect with the nation-wide network of NSF instructors, entrepreneurs, and economic development leaders

==Eligibility:==

- Teams of two+ students, faculty, staff, etc. from any university or national lab, or teams/startups from the community
- Innovation or research to be explored should be STEAM-focused
- Participants must be able to attend **all** scheduled workshops and **dedicate time outside of the sessions to do customer discovery interviews**
- May be willing to form a team of three+ people after the program to apply for the [NSF I-Corps $50k Teams](#) program
- For more information about the program, please visit our website at http://newyorkicorps.org/

Apply Here - https://bit.ly/Fall2023NYICorpsRegional

For questions or comments, please email info@newyorkicorps.org