**NSF I-Corps Site Program Application**

**Program Overview**

*NSF I-Corps*is a public-private partnership program that teaches university entrepreneurs with a targeted Lean Launchpad curriculum to identify valuable product opportunities that can emerge from academic research, and offers entrepreneurship training to participants.

The University of Rochester’s I-Corps Site (Site) is geared toward developing potential I-Corps Team projects (Team) for the National I-Corps program and providing an entrepreneurial program for student (graduate and undergraduate), faculty, staff, and alumni teams to complete together to achieve their business potential.

The first and most important goal of I-Corps Sites is to encourage technical entrepreneurship and teach faculty and students how to think about commercialization. Teams should have clearly defined goals and expectations for how the program can help develop and commercialize their idea.

The Site will provide infrastructure, advice, resources, networking opportunities, training, and modest funding (awards of $1,000 - $3,000 per team) to enable teams to transition their work into the marketplace or into becoming I-Corps Team applicants. With the support and mentorship of the Site, the teams will learn first-hand about entrepreneurship and explore the transition of their ideas, devices, processes or other intellectual activities into the marketplace.

Upon completion of the I-Corps Site program, participants are eligible to apply for the NSF I-Corps Team program (an intensive 6-week NSF training with the opportunity to be awarded a $50,000 grant; learn more at http://www.nsf.gov/news/special\_reports/i-corps/teams.jsp) as well as many other funding opportunities.

**Eligibility/ Selection Criteria**

All current undergraduate and graduate students, doctoral students, post-doctoral researchers, alumni, administrative staff, and faculty are eligible to apply as an Entrepreneurial Lead (EL). Academic Leads (AL) must be University of Rochester faculty members.

Proposed business ventures must fall under one of the following categories:

* Physical Sciences
* Life Sciences
* Software
* Mobile Applications
* Website Platforms

Applications will be judged on the criteria of:

* Team and Commitment
* Intellectual Property Strength
* Technology Strength
* Commercial Potential and Applications
* Fit with I-Corps Site program

\*Students may only apply ONCE per Cohort. Students may only be on ONE team per Cohort.

\*Applicants must find a faculty member to agree to serve as an **Academic Lead** for the program. Academic Leads serve as advisors for the technical aspects of the team's idea.

\*Teams must spend their Grant Awards in the [**Spending Windows**](http://www.rochester.edu/entrepreneurship/icorps/calendar/) specified by each Cohort. Teams must determine the dates they plan to spend the Grant Award and apply to the corresponding Cohort. The Selection Committee may defer acceptance to a later Cohort.

**Program Expectations**

Participants in the University of Rochester I-Corps Site will be expected to commit at least 3 - 5 hours per person per week to market research, customer discovery and other commercialization-focused activities. Therefore, it is important that the participants are interested in gaining new knowledge from the program, and not just receiving the I-Corps Site grant funding.

Once accepted, participants will be required to attend a kickoff event, two training sessions, and Mentor meetings during the fall semester. The end of the program will culminate in a final Presentation Day where participants will show how their business ideas have developed over the course of the semester.

* **April 18, 2016** [Noon] – Application Submission Deadline
* **September 23 – November 14, 2016** – Grant Award Spending Window
* **September 16, 2016** [11:00 a.m. – 5:00 p.m.] – Orientation and Training Session A
* **September 23, 2016** [1:00 p.m. – 4:00 p.m.] – Training Session B
* **October 10 – November 18, 2016 –** Biweekly Presentation Meetings
* **December 7, 2016** [1:00 p.m. – 4:00 p.m.]– Final Presentation Day

Participants will also be expected to schedule regular meetings with their assigned Mentors throughout the semester.

**Requirements/ Application Deadline**

Completed applications are to be submitted in-person to **Matthew Spielmann** at the Ain Center for Entrepreneurshipin **1-211 Carol Simon Hall** or via e-mail to matthew.spielmann@rochester.edu no later than **noon** on **April 18**. Applicants must submit the following documents with their application. *Please note: Only the Entrepreneurial Lead is required to submit these documents.*

1. **Completed Application**
* Entrepreneurial Lead Signature
* Academic Lead Signature Page
1. **Résumé of Entrepreneurial Lead**
2. **1–2 page Executive Summary**
* Industry
* One Line Pitch
* Problem
* Idea / Solution
* Potential Target Markets
* Potential Marketing & Sales Strategy
* Potential Business Model
* Known Competitors to Date
* Competitive Advantage
* Funds Needed
* Use of Funds (see Itemized Financial Plan)
1. [**Itemized Financial Plan**](https://www.rochester.edu/entrepreneurship/wp-content/uploads/2015/09/NSF-I-Corps-Itemized-Financial-Plan-20150923.xlsx)

In addition, applicants must also identify and meet with a faculty member who will serve as their Academic Lead **(AL)** throughout the project.

**Financial Guidelines**

When applying to participate in the I-Corps Site program, teams must compose an [Itemized Financial Plan](https://www.rochester.edu/entrepreneurship/wp-content/uploads/2015/09/NSF-I-Corps-Itemized-Financial-Plan-20150923.xlsx) for the amount of funds they are requesting. Teams may request anywhere from $1,000 - $3000 in funding. This financial plan will detail the allocation of requested funds to ensure that (1) teams use disbursed resources in compliance with University of Rochester policies and NSF I-Corps Grant regulations; and (2) funds are not misspent. In composing this financial plan, teams should consider the below guidelines.

**Basic Considerations***:*

1. Reasonable Costs*:*
	1. A cost may be considered reasonable if the purchase of a good or service reflects the most cost-effective, necessary option. In making the decision of whether a cost is reasonable ask yourself
		* 1. Is this cost necessary to the operation or development of my organization and/or the product/ service?
			2. Is this cost the most prudent decision? Are there any other options that are more cost-effective and equally as functional?
			3. Does this cost directly conflict with any University of Rochester policies?
2. Allocable (Justifiable) Costs
	1. A cost may be considered allocable if the goods or services acquired are chargeable or assignable to a clearly defined objective that furthers the organization or product development and meets the above qualifications for reasonability.

**Expense Categories***:*

1. Materials and Supplies: Materials and supplies are defined as tangible personal property other than equipment, costing less than $5,000.
	1. Only materials and supplies actually used for the performance of a sponsored agreement may be charged as direct costs.
2. Meetings and Conferences: Costs of meetings, trade shows, and conferences are allowable. This includes the cost of meals, transportation, registration fees, rental of facilities, speakers’ fees, and other items incidental to such meetings or conferences.
3. Transportation: Costs incurred for freight, express, cartage, postage, and other transportation services relating either to goods purchased, in process, or delivered.
4. Travel Costs: Travel costs are the expenses for transportation, lodging, subsistence, and related items. Such costs may be charged on an actual cost basis or on a per diem or mileage basis in lieu of actual costs incurred.
	1. *Lodging and Subsistence*:
		1. Costs of lodging, other subsistence, and incidental expenses shall be covered as long as they are reasonable and allocable as defined above.
	2. *Commercial Air Travel*:
		1. Airfare costs in excess of the customary standard commercial airfare (coach or equivalent), or the lowest commercial discount airfare are unallowable except when such accommodations would:
			1. Require circuitous routing
			2. Require travel during unreasonable hours
			3. Excessively prolong travel
			4. Result in additional costs that would offset the transportation savings; or
			5. Offer accommodations not reasonably adequate for the traveler’s medical needs. Teams must justify and document these conditions on a case-by-case basis in order for the use of first-class airfare to be allowable in such cases.
5. Contractors: Payments to contractors who are not associated with the business. These contractors will have to be pre-cleared by the Selection Committee to ensure no conflicts of interest exist. No payments are permitted to the grant recipients and/or team members.

**If awarded a grant, the EL is required to submit the Request for Payment form in order to receive payment.**

**Entrepreneurial Lead (EL) Information**

**Entrepreneurial Lead (EL)**

|  |  |
| --- | --- |
| Name: |  |
| Phone Number: |  |
| Email Address*:* |  |
| Applicant Type: *(Select all that apply)* | ☐ BS ☐ BA ☐ MS ☐ MA ☐ MBA ☐ Master’s (Other) ☐ MD ☐ PhD ☐ Doctorate (Other) ☐ Post-Doc ☐ Staff ☐ Faculty  |
| Major or Degree Program*:* |  |
| Class Year *(Actual or Expected):* |  |

**Team Name** *(Product or Company Name)*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Is this Name Trademarked? *Yes* \_\_\_ *No* \_\_\_

**Cohort Application Period** *(Select one):* ☐ III: Fall 2016 IV: Spring 2017

 ☐ V: Fall 2017 ☐

**Demographic Information\***

***Gender****:* ☐ Male ☐ Female ☐ Other Gender Expression \_\_\_\_\_\_\_\_\_\_\_\_\_

***Ethnicity:***☐ Hispanic or Latino☐ Not Hispanic or Latino

*(Select one)*

***Race****:* ☐ American Indian or Alaska Native

*(Select all that apply)* ☐ Asian

☐ Black or African American

☐ Native Hawaiian or Other Pacific Islander

 ☐ White

***Disability Status****:* ☐ Hearing Impairment

*(Select all that apply)* ☐ Visual Impairment

☐ Mobility / Orthopedic Impairment

☐ Other

 ☐ None

***Citizenship****: (Select one)* ☐ U.S. Citizen☐ Permanent Resident☐ Other non-U.S. Citizen

\* WHY IS THIS INFORMATION BEING REQUESTED?

In conjunction with this Federally funded program, the University of Rochester observes the continuing commitment to monitor the operation of its review and award processes to identify and address any inequities based on gender, race, ethnicity, or disability.

Collection of this information is authorized by the NSF Act of 1950, as amended, 42 U.S.C. 1861, et seq. Demographic data allows NSF to gauge whether our programs and other opportunities in science and technology are fairly reaching and benefiting everyone regardless of demographic category.

The information provided *WILL NOT* have any bearing on the decisions of the Selection Committee.

**Team Information**

**Academic Lead (AL)**

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| --- | --- |
| *Name:* |  |
| *Department:* |  |
| *Title:* |  |
| *Phone Number:* |  |
| *E-Mail Address:* |  |

**Other Members**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Position**

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**Idea Description**

*Briefly describe your idea*

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**Stage of Development**

*In what stage of development is your idea?*

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**Description of Team**

*Relevant business and technical experience*

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**Participation in I-Corps Site**

*Why do you want to participate? What do you hope to learn? What outcomes to do you want to achieve?*

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**Please remember to attach a brief Résumé (1 page maximum), an Executive Summary, and the Itemized Financial Plan with your submission.**

**Entrepreneurial Lead Signature**

I hereby certify that the information provided on this application and all accompanying documents (Résumé, Executive Summary, Itemized Financial Plan) is true, accurate, and complete to the best of my knowledge. I also understand that any false statements or deliberate omissions may be grounds for disqualification from the University of Rochester NSF I-Corps Site program and forfeiture and/or repayment of any grant awards associated with the program.

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*Signature: Date:*

**Academic Lead (AL) Agreement Form**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ agree to serve as the Academic Lead for Team \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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*Signature: Date:*

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**Academic Lead (AL)**

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| --- | --- |
| *Name:* |  |
| *Department:* |  |