• If you have questions, please type them in the chat box. Questions will be answered after alumni presentations.

• Presentation slides will be made available a few days after the webinar.

• Please complete the post-event survey on bit.ly/ncisbirfeedback

For additional questions, contact icorps@mail.nih.gov
Informational Session

Application deadline: Monday, November 19, 2018

More information: https://sbir.cancer.gov/icorps

New Contact Email: icorps@mail.nih.gov
Assorted Resources for Small Business

Discovery
- Idea
- Founder
- Friends & Family
- Third-Party Funds

Proof of Concept
- Pre-seed Funding
- Angels
- Angel Groups
- Seed Funds

Product Design
- Seed Funding
- Venture Funds
- Institutional Equity

Product Development
- Start-up Funding

Manufacturing/Delivery
- Expansion/Mezzanine
- Operating Capital

I-Corps at NIH

NSF I-Corps

SBIR Phase I
- Idea
- Founder
- Friends & Family

SBIR Phase II
- Discovery
- Proof of Concept
- Product Design
- Product Development

SBIR Phase IIB Bridge
- Operating Capital

Non-Federal Funds
- Third-Party Funds
- NSF I-Corps

CROSSING THE VALLEY OF DEATH
- Pre-seed Funding
- Seed Funding

Start-up Funding
- Expansion/Mezzanine
- Operating Capital

Expansion/Mezzanine
- Operating Capital

Seed Funds
- Seed Funds
- Venture Funds
- Institutional Equity
- Loans/Bonds
## PA-19-029 Administrative Supplement

### $55,000 budget cap

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Date</th>
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<tbody>
<tr>
<td>Application Due Date</td>
<td>November 19, 2018</td>
<td>January 28, 2019</td>
</tr>
<tr>
<td>Phone Interview</td>
<td>December 17, 2018 (estimated)</td>
<td>February 25, 2019 (estimated)</td>
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<td>Kick-off/Close-out Venue</td>
<td>TBD</td>
<td>TBD</td>
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<tr>
<td>Course Kick-off</td>
<td>February 19-22, 2019 (Tuesday-Friday)</td>
<td>April 29-May 2, 2019 (Monday-Thursday)</td>
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| Web-Ex Courses                             | **Wednesdays, 1-5PM ET**
  - February 27
  - March 6
  - March 13
  - March 20
  - March 27
  - April 3
| Web-Ex Courses                             | **Wednesdays, 1-5PM ET**
  - May 8
  - May 15
  - May 22
  - May 29
  - June 5
  - June 12
| Course Close-out/Lessons-Learned            | April 8-9, 2019 (Monday-Tuesday)          | June 17-18, 2019 (Monday-Tuesday)        |


Next Application Deadline: November 19, 2018

icorps@mail.nih.gov

HTTPS://SBIR.CANCER.GOV/ICORPS

#ICorpsNIH
21 Participating ICs in 2019

- National Cancer Institute (NCI)
- National Eye Institute (NEI)
- National Human Genome Research Institute (NHGRI)
- National Institute on Aging (NIA)
- National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- National Institute of Allergy and Infectious Diseases (NIAID)
- National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS)
- National Institute on Deafness and Other Communication Disorders (NIDCD)
- National Institute of Dental and Craniofacial Research (NIDCR)
- National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)
- National Institute on Drug Abuse (NIDA)
- National Institute of Environmental Health Sciences (NIEHS)
- National Institute of General Medical Sciences (NIGMS)
- National Institute of Mental Health (NIMH)
- National Institute of Neurological Disorders and Stroke (NINDS)
- National Center for Complementary and Integrative Health (NCCIH)
- National Center for Advancing Translational Sciences (NCATS)
- National Heart, Lung, and Blood Institute (NHLBI)
- Division of Program Coordination, Planning and Strategic Initiatives, Office of Research Infrastructure Programs (ORIP)
- National Center for Emerging and Zoonotic Infectious Diseases (NCEZID/CDC)
- National Institute for Occupational Safety and Health (NIOSH/CDC)
Eligible SBIR/STTR grantees are required to assemble **3-member teams** that will work collaboratively to complete the activities and assignments required by the I-Corps curriculum.

**The I-Corps Team**

- **Principal Investigator**
- **C-Level Officer**
- **Industry Expert**

- The assigned PI on the Phase I award
- An individual with prior business development background in the target industry
- A high-level Company executive with decision-making authority

**Eligibility**

- To be eligible, a company must have an ACTIVE Phase I SBIR or STTR grant from one of the 21 participating NIH and CDC Institutes and Centers
- The predicate Phase I grant **must** have project and budget timelines that are active from application date through end of I-Corps course syllabus.

**Award**

- The selected project teams receive grant supplement funding ($55,000) to support entrepreneurial training, mentorship, and collaboration opportunities for translating their research ideas into viable products.

**Instructors**

- Experienced, business-savvy instructors work closely with project teams to help them explore potential markets for their Federally funded innovations
- Instructors possess specific domain expertise in the major product areas that comprise the biomedical industry

**Requirement**

- Eligible SBIR/STTR grantees are required to assemble 3-member teams that will work collaboratively to complete the activities and assignments required by the I-Corps curriculum.
Program Format

**LIFE SCIENCE TRACKS**
- Therapeutics
- Diagnostics/eHealth
- Medical Devices

- Teams are distributed among track “rooms”

**TEACHING TEAM**
- I-Corps Node Instructors
- Industry Domain Experts
- Curriculum tailored to life sciences

**COURSE FORMAT**
- 3-Day Kick-off Event
- 6 Weekly web classes
- 2-Day Lessons Learned

**THERAPEUTICS TRACK**
- THERAPEUTICS Expert
- I-Corps Node Instructor

**DIAGNOSTIC TRACK**
- DIAGNOSTICS & eHEALTH Expert
- I-Corps Node Instructor

**MEDICAL DEVICES TRACK**
- MED DEVICE Expert
- I-Corps Node Instructor
Program for SBIR/STTR Phase I awardees to help:

- Define the value proposition (e.g., clinical utility) **early** before spending millions – saves time AND money

- Assess IP and regulatory risk before design and build

- Better understand core customers and the **specific** steps required for downstream commercialization
  - Teams are required to conduct 100 interviews

- Gather information essential to customer partnerships/ collaborations/ purchases before doing the science

- Identify financing vehicles before they are needed (helping to avoid the “Valley of Death”)
Business Model Canvas

"Product-Market Fit"

Key Partners
- Who are our Key Partners?

Key Activities
- What Key Activities do our Value Propositions require?

Value Propositions
- Which of our customers' problems are we trying to solve?
- Which customer needs are we satisfying?
- What is the specific product/service?
- What are the features that match customer needs?

Customer Relationships
- How will we Get, Keep, and Grow customers?

Channels
- Through which Channels do our Customer Segments want to be reached?

Customer Segments
- For who are we solving a problem or fulfilling a need?
- Who are the customers?
- Does the value proposition match their needs?
- Is this a single-sided or multi-sided market?

Cost Structure
- What are the most important costs in our business model?

Revenue Streams
- What is the revenue model? What are the pricing tactics? For what value are our customers willing to pay?
Customer Development

Hypotheses Testing and Insight…
I-CORPS at NIH

Informational Session

Application deadline: Monday, November 19, 2018

More information: https://sbir.cancer.gov/icorps

New Contact Email: icorps@mail.nih.gov
I-Corps Webinar

November 7, 2018
Innovative Microfluidics

Fayetteville (AR) and Atlanta (GA)

Expertise in microfluidics and medical product design

Applying proprietary technologies to diabetes care and scientific research
Market Feedback Process is Critical for Product Success

- SFC Team’s Experience with VOC or MDPD™:

  - BD
  - Lifescan
  - Medtronic
  - Covidien

- NIH’s I-Corps Program = Access for small company
Interviews (24 States and 5 Foreign Countries)

Breakdown:
- 84 Research Labs
- 12 Potential Marketing Partners
- 3 Manufacturing Partners
- 2 Potential Suppliers

Completed Interviewees by State
- Canada
- China
- Japan
- S Korea
- UK

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<th>sfC fluidics.</th>
<th>Interview Count</th>
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<tr>
<td>TOTAL</td>
<td>101</td>
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<td>66</td>
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Lab Market: Current Systems vs Implantable SFC Pump

**Traditional Pump System**
- Non-realistic setting
- Limited mobility
- Isolated

**SFC Pump System**
- Natural environment
- Free of movement
- Can socialize
SFC System (Movie Analogy)

Silence of the Lambs

Traditional Pump System
- Non-Natural setting
- Limited mobility
- Isolated

VS

SFC Pump System
- Natural environment
- Free of movement
- Can socialize

Sound of Music
Target Customer: Behavioral Researcher / Decision Tree

- Colleagues / Network
  - Collaborators
  - Sales People

- Animal Facility
  - Vet
  - Caretakers

- General Staff
  - Technicians
  - Post Docs
  - Grad Students

- PI
  - Decision Maker

- NIH
  - Economic Decision Maker

- Publications
  - Influencers
  - Saboteurs
I Corps Process = Positions Company for Success

Provides clarity around
• Target market
• Value proposition
• Product design
• Go-To Market Strategy
  ✓ Financials
  ✓ Distribution channels
  ✓ Decision makers & Decision making process

Successful SBIR Phase II application
QUESTIONS AND ANSWERS

Send your questions in by typing them into the chat box.

Application deadline: Monday, November 19, 2018

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