THINK YOUR RESEARCH GROUP HAS WHAT IT TAKES?

Compete in the Fall 2016 CSU Innovation Corps Challenge!

APPLY ONLINE BY AUGUST 1, 2016

What is CSU Innovation Corps?
The CSU Innovation Corps (I-Corps™) Challenge is a crash course for CSU researchers who want to learn how to commercialize their biological research. This program emphasizes getting out of the lab and interviewing potential customers, partners, and experts in the field. Teams receive a $2,500 microgrant and present their lessons learned at the 2017 CSU Biotechnology Symposium in Santa Clara, CA.

What will you remember about CSU I-Corps?
"The feeling of doing something good! Something that can actually make an impact on people's lives."
- Ali Alizada, CSU Los Angeles, Fall 2015

For more information please visit our website at www.csuperb.org/csuicorps
QUOTES FROM CSU I-CORPS ALUMNI

What will you remember about CSU I-Corps?

“...traveling up to San Francisco and interviewing biotech industry professionals at Amgen and Genentech.”
- Michael Marquez, Cal Poly Pomona, Fall 2015

“I myself had serious thoughts of quitting a couple months prior, but a teammate and our academic contact convinced me to stay...we ended up winning the crowd favorite and judges' special recognition awards! Staying in the program was entirely worth it.”
- Nathaniel Johnson, CSU Sacramento, Fall 2015

What have you learned about biotechnology commercialization?

“[Commercialization] is a lot more work than I expected. There is a lot of evidence gathering.”
- Mrudula Venuri, San José State University, Fall 2015

“Finding a path to market is WAY more complex than I initially thought. Having a good idea is only like 20% of starting a successful company.”
- Alex Jackson, San Diego State University, Fall 2015

Was there an "a-ha" moment in your customer discovery process?

“When we did our patent search with the patent attorney we found a device that was very similar to our own initial idea. This caused us to make one of the largest pivots we’ve made. However, this pivot later proved to be a good one because we moved towards a design which is more feasible and has better market potential.”
- Ari Schwartz, San José State University, Fall 2015

“We discovered that the people who were going to be using our product were not the people who would buy our product.”
- Javier Ramos, CSU Sacramento, Fall 2015

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