



## For Researchers Considering a Technology-based Startup

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

To apply [Click HERE](#)

### 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.

#### November 2022 Programs:

- 1) Program KickOff – **November 2<sup>nd</sup>, 2022 from 5:00pm – 8:00pm**  
Final Presentations – **November 30<sup>th</sup>, 2022 from 5:00pm – 8:00pm**  
Location: Online Workshop via Zoom
- 2) Program KickOff – **November 16<sup>th</sup>, 2022 from 5:00pm – 8:00pm**  
Final Presentations – **December 14<sup>th</sup>, 2022 from 5:00pm – 8:00pm**  
Location: Online Workshop via Zoom

#### How it works:

The interactive course begins with a virtual 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 at least 12 potential customers.

The program wraps-up with a final virtual evening workshop where teams present their findings, get more coaching, and learn about progressing their ideas.

Teams who complete this part of the program may continue to conduct additional customer discovery through a post-Spark program. The goal is to determine whether you 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 request more information – [icorps@mit.edu](mailto:icorps@mit.edu)