



Schedule-at-a-Glance  
2021

**Note: All times are Eastern Time**

**Orientation Meeting and Technical Check-In**

Enter the meeting via the Zoom link provided by the Teaching Assistant. Each participant will be asked to have the camera on, to mute/unmute, and to speak. Please make a habit of checking your headset, connection speed, background noise, lighting, background visuals etc. before every session. If you have hardware or software problems during this session, you will be asked to make appropriate changes to your hardware, software or location.

| Time              | Session   |
|-------------------|---|
| 1:00 pm - 2:00 pm | <b>I-Corps™ Virtual Tools Training (Zoom and Innovation Within)</b> |
| 2:00 pm – 2:15 pm | <b>Introduction and welcome from the NSF</b>                        |
| 2:15 pm - 2:45 pm | <b>Meet the teaching team</b>                                       |
| 2:45 pm - 4:15 pm | <b>Get to know the Cohort</b>                                       |
| 4:15 pm - 5:00 pm | <b>Entrepreneurial Lead Workshop (EL only)</b>                      |
|                   | <b>Technical Lead Workshop (TLs only)</b>                           |
|                   | <b>Mentor Workshop (IMs only)</b>                                   |

## Opening Workshop – Class 1

| Time                | Session  |
|---------------------|--|
| 9:30 am             | <b>Main Room Opens</b>   |
| 10:00 am - 10:30 am | <b>Welcome and Introduction to NSF I-Corps</b>   |
| 10:30 am - 12:00 pm | <b>Team Presentations</b> (Teams split into two groups): Each Team is allotted 3 minutes to present slides described in the pre-course assignments. The Teaching Team will provide comments. |
| 12:00 pm - 12:30 pm | <b>Lunch Break</b>   |
| 12:30 pm - 1:20 pm  | <b>Lecture:</b> BMC and Methodology  |
| 1:20 pm – 2:20 pm   | <b>Lecture:</b> Customer Discovery and Best Practices for Customer Discovery   |
| 2:20 pm – 3:00 pm   | <b>Customer Discovery Working Groups</b>   |
| 3:00 pm – 6:00 pm   | <b>Video Calls with Potential Customers:</b> Get out of your Comfort Zone!   |
| 6:00 pm - Finish    | <b>Office Hour Meetings:</b> Mandatory for all Teams and Team Members  |

## Opening Workshop – Class 2

| Time                | Session   |
|---------------------|---|
| 9:30 am             | <b>Main Room opens</b>  |
| 10:00 am - 10:10 am | <b>Introduction</b>   |
| 10:10 am - 12:00 pm | <b>Team Presentations</b> (Teams split into 3 groups): Each Team is allotted 10 minutes to present the slide assignment. The Teaching Team will provide comments. |
| 12:00 pm - 12:30 pm | <b>Break</b>  |
| 12:30 pm - 2:00 pm  | <b>Lecture:</b> Value Propositions  |
| 2:00 pm - Finish    | <b>Video Calls with Potential Customers:</b> Get out of your Comfort Zone!  |
| 6:00 pm - Finish    | <b>Office Hour Meetings:</b> Mandatory for all Teams and Team Members   |

### Opening Workshop – Class 3

| Time                | Session   |
|---------------------|---|
| 9:30 am             | <b>Main Room opens</b>  |
| 10:00 am - 10:10 am | <b>Introduction</b>   |
| 10:10 am - 12:00 pm | <b>Team Presentations</b> (Teams split into 3 groups): Each Team is allotted 10 minutes to present the slide assignment. The Teaching Team will provide comments. |
| 12:00 pm - 12:30 pm | <b>Break</b>  |
| 12:30 pm - 2:15 pm  | <b>Lecture:</b> Customers, Users, Payers  |
| 2:30 pm – 6:00 pm   | <b>Video Calls with Potential Customers:</b> Get out of your Comfort Zone!  |
| 6:00 pm - Finish    | <b>Office Hour Meetings:</b> Mandatory for all Teams and Team Members   |

## Weekly Class 4 - 8 Schedule

Teams will be assigned to a Time Block (A or B) and Room Number (1, 2, or 3) for each class. Teams may be moved between Time Blocks and Room Numbers week-to-week and may not request specific times or groups. For a given week, a team is ONLY expected to participate during its assigned Time in its assigned Room.

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| Time            | Session   |
|-----------------|---|
| 12:45 - 1:00 pm | <p><b>Test Webinar Connection (All Participants)</b></p> <p>All team members should log on to <u>their assigned room</u> during this time to test video, sound, and troubleshoot technical issues – <i>regardless of your presentation group/time</i>.</p> <p>Please sign-in <u>every week</u> using the following convention: TeamNumber_Your Name_Role, e.g., 201_John Smith_EL</p>   |
| 1:00 - 2:30 pm  | <p><b>Block A</b></p> <p>Each Team should plan for no more than 10 minutes of presentation time for their weekly update. The Teaching Team <i>may reduce this time</i> if the Team has not met interview expectations for the week.</p> <p>During each presentation, the Teaching Team will facilitate a discussion and will engage other teams in the group. After the presentations, the Teaching Team will facilitate a discussion around the assignment of the week (one of the business model components).</p> |
| 2:30 - 4:00 pm  | <p><b>Block B</b></p> <p>Each Team should plan for no more than 10 minutes of presentation time for their weekly update. The Teaching Team <i>may reduce this time</i> if the Team has not met interview expectations for the week.</p> <p>During each presentation, the Teaching Team will facilitate a discussion and will engage other teams in the group. After the presentations, the Teaching Team will facilitate a discussion around the assignment of the week (one of the business model components).</p> |

**NOTE: There is a Mentor ONLY Check-in, 4:00-4:30PM ET, immediately following Class 6.**

## Closing Workshop (Penultimate Day) – Class 9

| Time                | Session   |
|---------------------|---|
| 11:30 am - 12:00 pm | <b>Main Room opens</b>  |
| 12:00 pm - 12:15 pm | <b>Welcome Back</b>   |
| 12:15 pm - 1:00 pm  | <b>Lecture</b> – Communicating your I-Corps Learning  |
| 1:00 pm - 4:30 pm   | <b>Individual Team Meetings with Teaching Team:</b> Each Team meets one-on-one with one or more instructors to discuss key learnings, “Path Forward” decision, and next steps.  |
|                     | <b>Workshop:</b> Developing Effective Presentations. Teams will work on final presentations when not in individual team meetings. Instructors will have individual Team meetings to provide presentation feedback and coaching. |
| 4:30 pm - 5:15 pm   | <b>SBIR 101 Presentation</b>  |
| 5:15 pm - 6:00 pm   | <b>What’s Next Presentation</b>   |

## Closing Workshop (Final Day) – Class 10

| Time                | Session  |
|---------------------|--|
| 9:30 am             | <b>Main Room opens</b>   |
| 10:00 am - 10:10 am | <b>Introduction</b>  |
| 10:10 am - 2:00 pm  | <b>Final Team Presentations (Teams split into 2 groups):</b> Each Team is allotted 15 minutes total. The 2-minute Lessons Learned Video will be shown first, followed by the 10-minute Lessons Learned Presentation, and then 3 minutes of Teaching Team comments. Breaks will be included at regular intervals. |
| 2:00 pm - 3:00 pm   | <b>Closing Ceremony</b>  |