



An Immersive Program and Competition for University Entrepreneurs

The FLoW NSF iCorps Webinar Series - 2016



Innovation Node – Los Angeles (IN-LA)
A collaboration of USC, UCLA, and Caltech

Mark your calendars for the FLoW Webinar Educational Program (all times are Pacific Time):

Spring 2016, dates to be confirmed

What it is: a program offered by the National Science Foundation Innovation Corps (“I-Corps”) Program in Los Angeles. IN-LA will help you identify your potential market and customer base, define your value proposition and learn the best approaches to customer discovery, following the “lean” principles of establishing a new business. It is **strongly encouraged** that you participate in order to compete successfully. **All FLoW teams that successfully complete the educational program will qualify to apply for an additional \$50,000 in NSF I-Corps Team grants. The IN-LA leadership will evaluate and sponsor selected teams.**

How it will work: All FLoW semifinalists are eligible but will need to show evidence of customer contact in order to qualify. Teams will report on customer interviews during the four sessions with the I-Corps faculty/ entrepreneurs and their feedback will help you refine your business model as you plan for the semi-finals. The LaunchPad Central software system allows you to log interviews and your business model, as well as receive curriculum materials that will provide necessary background to the program. Separately, you will have the opportunity to have office hour sessions with a faculty member who is also an experienced entrepreneur.

For information and to sign up: Contact the FLoW office stephanie.yanchinski@caltech.edu, 626-395-1968.