

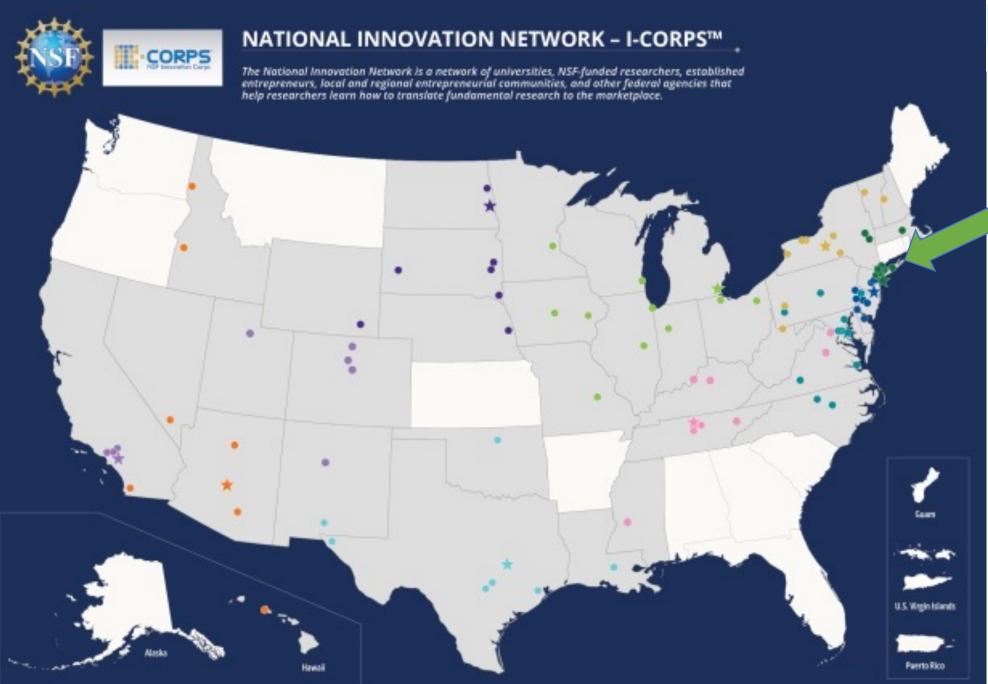
Introduction to the New York NSF I-Corps Hub

NewYorklCorps.org

New York I-Corps Hub

- Nationwide NSF-funded network formed to accelerate the economic impact of funded research
- The City University of New York (CUNY) is the hub's principal lead institution, with Columbia University, New York University, and Rensselaer Polytechnic Institute as partner institutions along with five additional initial affiliates
- NY I-Corps Hub provides entrepreneurial training, mentoring, and resources to enable researchers to form startup companies that translate laboratory discoveries into breakthrough products and services
- Seasonal 'entrepreneurial-training bootcamp' using the principles of Lean LaunchPad Methodology: focuses on understanding the needs of potential customers through business-model exploration







New York Region Award Number 2048498

★The City University of New York























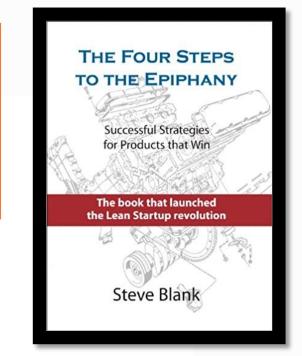
NSF I-CORPS HUB

Steve Blank

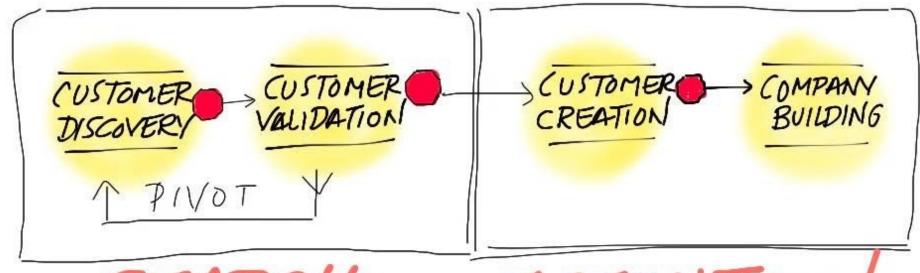


Blanks Law:

Startups are NOT small versions of big companies!







SEARCH

EXECUTION



Key Partners

Who are our Key Partners? Who are our key suppliers?

Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Guess

Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

Key Resources

Guess

Revenue Streams?

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

Guess

Guess

EXTENSIONS
Problem Soliday
Problem Soliday
Platform Nervinis

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

Guess

CHARACTERETTICS
Non-main
Performance
Contomization
Gensing-the-Rob Done
Energy
Brand Visions
Frier
Cont Reduction
Rich Reduction
Rosenshilty
Communication Visiolity
Communication Visiolity

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

Guess

Channels

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

Customer Segments

For whom are we creating value?
Who are our most important customers?

How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient?

How are we integrating them with customer routines?

J. Australia
J. Australia
J. Evaluation
that has the state
A. Furshme
that has the state
A. Delivery
that has the state
L. After sales
See the segretary of pre-

Guess

Guess

Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?



Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

Guess





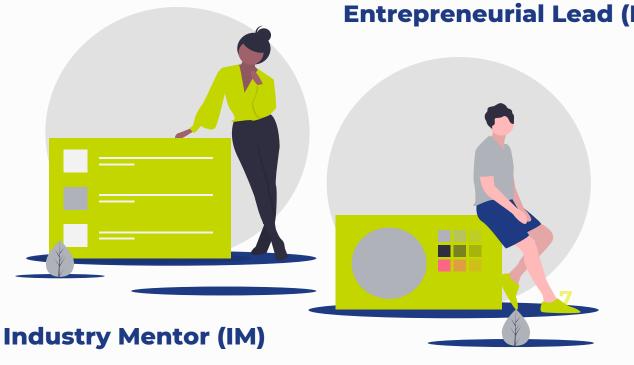
/ Regional I-Corps Team Eligibility





Commitment to conducting 60 stakeholder interviews and attending all workshops







/ Winter 2024 Gotham Innovation Gambit

Kickoff Class #1: January 5, 2023, 10:00 AM – 2:00 PM

Mid-Session Class #2: January 12, 2023, 10:00 AM – 1:15 PM

Program Finale Class #3: January 19, 2023, 10:00 AM – 1:00 PM

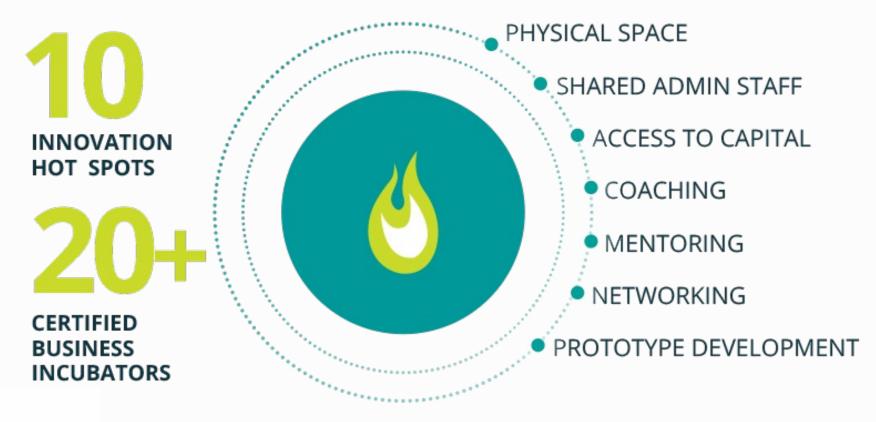
Applications are being reviewed on a rolling basis until December 14, 2023, 12:00 PM: https://bit.ly/Winter2024CUNYICorpsBootcamp







New York City Innovation Hotspot







I-Corps Success Stories

Our Technology: Wind-Rider Robot

▶Our Robotic Solution

- ·Safer, more efficient, cost effective, better cleaning
- •Save man power (1.5 person)
- Cleaning & Video inspection
- ·Save water and go green











Wind Rider

Revolutionizing blade inspection

Stanislav Sotnikov - Entrepreneurial lead - Technical Lead Prof. Jizhong Xiao - Principal investigator



Business Team

Jianing Qi

Quentin Montagner

Problem

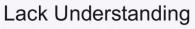
Collecting Investment information from social media has problems





No Access

It costs around \$20,000 to access professional tools in order to gain insights for a single user.



It requires high technical abilities and financial knowledge in order to understand and process the data





Questions:

Ariella.Trotsenko@cuny.edu

Cira.Cardaci@cuny.edu

Office Hours:

20-min Zoom appointments at

https://nyicorps.setmore.com/



Connect with us on

LinkedIn!