



I-Corps™ Faculty Development Program

April – May 2018

By:

Jerome S. Engel

and

Steve Blank





Welcome to the I-Corps™ Faculty Development Program

This workbook is a companion to your I-Corps™ course experience. It will orient you to the pedagogical process and your role within that process while, at the same time, providing you with tools to capture the I-Corps™ course process. The goal of this workbook is to prepare you to teach the I-Corps™ course, building on what you learn and experience in the I-Corps™ Faculty Development Program.

I-Corps™ is a National Science Foundation initiative to assess the readiness of emerging technology concepts for transitioning into valuable new products through a public-private partnership. In collaboration with VentureWell, the NSF offers select participants from U.S. academic laboratories the opportunity to participate in an accelerated version of the Lean LaunchPad® course created by Steve Blank at Stanford, Berkeley and Columbia.

The Lean LaunchPad® approach may be different from entrepreneurship courses you have taught before. The pedagogical process emphasizes experiential learning and feedback as a way to engage experienced scientists with real world entrepreneurship. Participants learn from talking to customers, partners and competitors and encountering the chaos and uncertainty of commercializing innovations and creating ventures. Unlike many entrepreneurship courses, this class does not rely on static case studies or fixed models; it challenges participants to create their own business models based on information derived from personal engagement vs. secondhand market research.

The I-Corps™ course emphasizes the pedagogical principle that nothing is ever fixed or finalized: not the business plan, not the business model, not even the business value proposition. To be successful, all of these elements must be revised, improved and mutable. In part because of this emphasis on the iterative process, which varies from team to team, the I-Corps™ course faculty team does not emphasize top-down guidance related to norming the teams' experience. Instead, the I-Corps™ selection process brings in teams that are inquisitive, highly motivated, and capable of self-management. Faculty who possess significant business experience guide them. This process has been tested, it works, and now we are extending it to you as a participant in the I-Corps™ Faculty Development Program. As faculty, we embrace the ethic of the Lean LaunchPad®: that startups are an experiment, a living-learning process that adapts continually to an incrementally revealed reality and a rapidly evolving environment. Thanks for joining the adventure.

During the I-Corps™ Faculty Development Program you will be a part of the immersion experience from the participant and faculty perspectives. This workbook and its related toolkit will help you to engage, gain perspective, and apply it to your teaching.

We look forward to working with you.



Table of Contents

I-Corps Faculty Development Schedule	5
Your Role as a Participant	17
Your Activity.....	19
Team Selection Form.....	23
Your Lessons Learned Assignment.....	24
I-Corps™ Faculty Toolkit	25
Additional Video Resources.....	26
NSF I-Corps™ Instructor Grading Tool.....	27
NSF I-Corps™ Peer Review.....	29
Syllabus Worksheet 1.....	30
Syllabus Worksheet 2.....	31
Syllabus Worksheet 3.....	32
Syllabus Worksheet 4.....	33
Syllabus Worksheet 5.....	34
Syllabus Worksheet 6.....	35
Syllabus Worksheet 7.....	36
Syllabus Worksheet 8.....	37
Syllabus Worksheet 9.....	38
Syllabus Worksheet 10	39
Syllabus Worksheet 11	40
Syllabus Worksheet 12	41
Syllabus Worksheet 13	42
Syllabus Worksheet 14	43
Syllabus Worksheet 15	44
Syllabus Worksheet 16	45
Syllabus Worksheet 17	46
Syllabus Worksheet 18	47



Syllabus Worksheet 19	48
Syllabus Worksheet 20	49
Syllabus Worksheet 21	50
Syllabus Worksheet 22	51
Syllabus Worksheet 23	52
Syllabus Worksheet 24	53
Syllabus Worksheet 25	54
Syllabus Worksheet 26	55
Syllabus Worksheet 27	56
Syllabus Worksheet 28	57
Syllabus Worksheet 29	58
Syllabus Worksheet 30	59
Syllabus Worksheet 31	60
Syllabus Worksheet 32	61
Syllabus Worksheet 33	62
Syllabus Worksheet 34	63
Syllabus Worksheet 35	64



I-Corps Faculty Development Schedule

April-May, 2018

Kick-off Workshop

Tuesday April 10, 2018

Time	Event	Topic(s)	Location
1:00 pm – 3:15 pm	Joint Kick-Off Session	Introductions and Agenda The Core Tenets of I-Corps Pedagogy	Santa Monica
3:15 pm – 3:30 pm	Break		
3:30 pm – 4:30 pm	New Faculty Development	Panel of experienced teaching team members – “What I wish I had known”	Santa Monica
4:30 pm – 5:00 pm	New Faculty Development	Characteristics of an I-Corps™ Instructor	Santa Monica
5:00 pm – 7:00 pm	Dinner	Dinner as a Group	TBD
7:00 pm – 9:00 pm	Reception	New faculty observe and network	Regency Foyer 1

 - Indicates sessions specific to I-Corps™ Faculty Training



Wednesday April 11, 2018

Time	Event	Topic(s)	Location
6:30 am – 7:45 am	Breakfast Available	Breakfast	unity la Restaurant
8:00 am – 8:30 am	Introduction	<ul style="list-style-type: none">Teaching Team & NSF introductionsClass GoalsTeaching PhilosophyExpectations of Teams	Regency Ballroom 1
8:30 am – 9:00 am	Lecture #1, Part 1	<i>Business Model/Customer Development - What's a business model? What are the 9 parts of a business model? What are hypotheses? What is the Minimum Feature Set? What experiments are needed to be run to test business model hypotheses? What's "getting out of the building?" What is market size? How to determine whether a business model is worth doing?</i>	Regency Ballroom 1
9:00 am – 11:30 am	Team Introductions	Teams present Business Model canvas – full group – 5 minutes each to include 3 minutes presentation + 2 minutes teaching team comments	Regency Ballroom 1
11:30 pm – 12:00 pm	Lecture #1, Part 2	Business Model/Customer Development	Regency Ballroom 1
12:00 pm – 1:30 pm	Working Lunch: Best Practices for Customer Discovery Lecture	<ul style="list-style-type: none">How to call on people you don't know. How to get the most out of the people you do.How to do customer discovery interviewsHow an interview differs from a sales callExpectations, speed, tempo, logistics, commitmentsHow do I protect my IP when I speak to partnersHow to distill insights from interview data	Regency Ballroom 1
1:30 pm – 2:00 pm	Workshop	Course Management Software Training	Regency Ballroom 1
2:00 pm – 3:30 pm	New Faculty Development – Debrief (during Get Out of the Bldg)	Debrief & Q&A re: lectures, team intros, flipped classroom, using video resources and preparing Teams for customer discovery	Santa Monica



Time	Event	Topic(s)	Location
3:30 pm – 4:30 pm	New Faculty Development – Discussion (during Get Out of the Bldg.)	Discussion topic: The value of consistency (implementation between nodes, instructions/feedback between teaching team members, etc.)	Santa Monica
7:00 pm – 8:00 pm	Panel and Dinner	Panel: “How to Succeed in the Innovation Corps” <ul style="list-style-type: none">• Discussion and Q&A with prior participants in the program	Regency Ballroom 1
8:00 pm - 8:30 pm	PI Workshop	The role and expectations of PI in the Lean Launchpad process	Laguna Beach
8:00 pm – 8:30 pm	Mentor Workshop	The role of Mentors in the Lean Launchpad Process	Regency Ballroom 1
TBD	Office Hours	New faculty should sit in on office hours attended by their assigned teams and may participate in others.	Hotel



Thursday April 12, 2018

Time	Event	Topic(s)	Location
7:00 am – 8:00 am	Breakfast is available	Breakfast	unity la Restaurant
8:00 am – 8:10 am	Introduction from NSF	Workshop Day 2 Introduction	Regency Ballroom 1
8:10 am – 11:00 am	Team Presentations	Business Models - 2 groups; 10 min presentations, 2 min teaching team comments/team	Regency Ballroom 1 Laguna Beach
11:00 am – 12:00 pm	Lecture #2	<i>Value Proposition - What is your product or service? How does it differ from an idea? Why will people want it? Who's the competition and how does your customer view these competitive offerings? Where's the market? What's the minimum feature set? What's the Market Type? What was your inspiration or impetus? What assumptions drove you to this? What unique insight do you have into the market dynamics or into a technological shift that makes this a fresh opportunity?</i>	Regency Ballroom 1
12:00 pm – 12:30 pm	Lunch	Buffet	Regency Ballroom 1
12:45 pm – 1:15 pm	New Faculty Development (during Get Out of the Bldg.)	Debrief & Q&A re: Team Presentations & Lecture	Santa Monica
1:15 pm – 2:00 pm	New Faculty Development	Discussion/Panel Topic: Mastering the ‘Relentlessly Direct Feedback’ Technique – Striking the Right Balance	Santa Monica
2:00 pm – 3:00 pm	New Faculty Development	Role of Deputy Faculty Member	Santa Monica
3:00 pm – 7:30 pm	Break (during Get Out of the Bldg.)		
7:30 pm – 8:00 pm	EL Workshop	NSF	Regency Ballroom 1
TBD	Office Hours	New faculty should sit in on office hours attended by their assigned teams and may participate in others.	Hotel

Friday April 13, 2018



Time	Event	Topic(s)	
7:30 am – 8:15 am	Breakfast is available	Breakfast	unity la Restaurant
8:30 am – 8:40 am	Introduction from NSF	Workshop Day 3 Introduction	Regency Ballroom 1
8:40 am – 11:00 am	Team Presentations	Value Propositions/Market Size – 3 groups: 12 min presentations & 3 min teaching team comments per team	Regency Ballroom 1 Huntington Beach Laguna Beach
11:00 am – 12:00 pm	Lecture #3	Customers/Users/Payers - <i>Who's the customer? User? Payer? How are they different? Why do they buy? How can you reach them? How is a business customer different from a consumer? What's a multi-sided market? What's segmentation? What's an archetype?</i>	Regency Ballroom 1
12:00 pm – 12:30 pm	Lunch/New Faculty Development	Discussion/Panel Topic: Dealing with challenging teams	Santa Monica
12:30 pm – 1:15 pm	Workshop	Online classes set-up (WebEx Training) – <i>Computer training & testing for use in remote lectures. Configuration of hardware and software. How to present your slides and set up video, etc.</i>	Regency Ballroom 1
1:15 pm – 1:30 pm	Closing	Final words from NSF & Teaching Team	Regency Ballroom 1
1:30 pm – 2:00 pm	All Faculty Debrief	Evaluate the session – what went well, what didn't; teams of concern; etc.	Santa Monica
2:00 pm – 3:30 pm	New Faculty Development	Beyond the classroom – how best to support teams remotely, using office hours effectively, leveraging mentors and engaging ELs during WebEx discussions Conclusion: Assignments and Objectives – the next 5 weeks!	Santa Monica



**ONLINE SESSIONS, Wednesdays April 18-May 16, 2018:
Sessions are in Eastern Standard Time**

Date	Start	Event	Topic(s)
N/A	1 hr. – Independent – prior to class 4	Lecture 4	Distribution Channels - <i>What's a channel? Physical versus virtual channels. Direct channels, indirect channels, OEM. Multi-sided markets. B-to-B versus B-to-C channels and sales (business to business versus business to consumer).</i>
Wednesday April 18, 2018 Class 4	1:00 pm – 2:30 pm	Block A Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Customers/Users/Payers – 3 groups, 10 min presentations, 2 min comments/team
	2:30 pm – 4:00 pm	Block B Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	
	4:00 pm – 5:00 pm	New Faculty Development	Debrief



N/A	1 hr. – Independent – prior to class 5	Lecture #5	Customer Relationships: <i>Get/Keep/Grow - How do you create end user demand? How does it differ on the web versus other channels? Evangelism vs. existing need or category? General Marketing, Sales Funnel, etc. How does demand creation differ in a multi-sided market?</i>
Wednesday April 25, 2018 Class 5	1:00 pm – 2:30 pm	Block A Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Distribution Channels
	2:30 pm – 4:00 pm	Block B Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Distribution Channels
	4:00 pm – 5:00 pm	New Faculty Development	Debrief



N/A	1 hr. – Independent – prior to class 6	Lecture #6	Revenue Models - <i>What's a revenue model? What types of revenue streams are there? How does it differ on the web versus other channels? How does this differ in a multi-sided market?</i>
Date	Start	Event	Topic(s)
Wednesday, May 2, 2018 Class 6	1:00 pm – 2:30 pm	Block A Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Customer Relationships
	2:30 pm – 4:00 pm	Block B Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Customer Relationships
	4:00 pm – 4:30 pm	Mentor Meeting (Mentors only)	
	4:30 pm – 5:00 pm	New Faculty Development	Debrief



N/A	1 hr. – Independent – prior to class 7	Lecture #7	Partners - Who are partners? <i>Strategic alliances, competition, joint ventures, buyer supplier, licensees.</i>
Wednesday, May 9, 2018 Class 7	1:00 pm – 2:30 pm	Block A Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Revenue Models
	2:30 pm – 4:00 pm	Block B Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Revenues Models
	4:00 pm – 4:30 pm	New Faculty Development	Debrief



N/A	1 hr. – Independent – prior to class 8	Lecture #8	Key Resources & Costs - <i>What resources do you need to build this business? How many people? What kind? Any hardware or software you need to buy? Any IP you need to license? How much money do you need to raise? When? Why? Importance of cash flows? When do you get paid vs. when do you pay others?</i>
Wednesday, May 16, 2018 Class 8	1:00 pm – 2:30 pm	Block A Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Partners
	2:30 pm – 4:00 pm	Block B Teams present their business model canvas in three concurrent WebEx Rooms at two separate time slots. 4-5 teams will present. Each Team is allotted 12 minutes total; during that time the Instructors will facilitate a discussion among all the EL's on the call directed at each team's presentation. During this time the Instructors will also facilitate a discussion aimed at this week's reading.	Partners
	4:00 pm – 5:00 pm	New Faculty Development	Debrief



Closing Workshop May 21-22, 2018

Monday May 21, 2018

Start	Event	Topic(s)	Location
7:30 am – 8:30 am	Breakfast	Buffet	TBD
8:30 am – 9:00 am	New Faculty Development	Topic: Beyond instructing – the Node Network	Santa Monica
9:00 am – 10:30 am	New Faculty development	New Faculty Presentations: Outline of lecture highlighting the personal story connecting to the topic and an interactive activity to engage the teams	Santa Monica
10:30 am – 12:00 pm	New Faculty development	New Faculty presentation session: Present your “Lessons Learned” PowerPoint	Santa Monica
12:00 pm – 1:00 pm	Welcome back Lunch and Setting the Stage for Effective Presentations	Welcome back Lunch and Setting the Stage for Effective Presentations. Integrating and Communicating Lessons Learned	TBD
1:00 pm – 4:00 pm	Individual Team Presentations to Faculty Workshop: Developing Effective Presentations	Three breakouts Individual Team Meeting with Faculty Faculty will meet with teams individually. Each team will discuss with the faculty their assessment of their key learnings, “go/no-go status” and next steps. Workshop: Developing Effective Presentations When not in their individual team presentation, teams will work on their presentations, and seek feedback from faculty co-instructors [and a storytelling expert if available]. These meetings will be informal and intended to provide helpful coaching.	TBD
4:30 pm – 5:15 pm	Next Steps	SBIR 101	TBD
5:15 pm – 6:00 pm	Next Steps	What's Next Lecture <i>Next steps, including incorporation, IP and funding options.</i>	TBD
6:00 pm – 6:30 pm	New Faculty Development	Debrief & Q&A: Storytelling, Coaching, Presentation Feedback, What's Next	Santa Monica



Tuesday May 22, 2018

Start	Event	Topic(s)	Location
7:30 am – 8:00 am	Breakfast	Buffet	TBD
8:00 am – 12:00 pm	Team Presentations	Final Presentations – 15 min total/team, to include: 1 min Tech Video, 10 min Lessons Learned presentation, 4 min teaching team comments	TBD
12:00 pm – 12:30 pm	Lunch/New Faculty Development	Debrief & Q&A: Final Presentations	Santa Monica
12:30 pm – 3:00 pm	Team Presentations	Final Presentations, Continued	TBD
3:00 pm – 3:30 pm	Closing Remarks	<i>NSF and Teaching Team Final Remarks</i>	TBD
3:30 pm – 5:00 pm	All Faculty Debrief	Evaluate the session – what went well, what didn't; opportunities for future sessions	Santa Monica



Your Role as a Participant

As a participant in the program and an experienced teacher, you will be a part of an immersive experience that will give you both the faculty AND team perspective. You will have these dual roles at all times as you:

Prepare to teach the I-Corps™ course at your institution

As part of your teaching preparation, you will:

1. **Record observations and insights that will drive the planning for implementation of your own I-Corps™ course.** Use the syllabus worksheets to capture key teaching insights you observed and document ideas applicable to delivering the curriculum at your institution, with your teaching team and local resources.
2. **Participate in faculty-only debrief and discussion sessions.** These regular sessions will help us integrate lessons learned and resolve ambiguities or questions. This process will allow us to build a consistent, shared understanding across the faculty. This is crucial given the dispersed locations of future trainings and the anticipated rapid scaling of the program.
3. **Help us to improve the program.** We welcome and rely upon the feedback of our teaching team members to help us enhance future iterations of the faculty development program, as well as the I-Corps™ curriculum itself, and teaching materials for both. Channels are available to report issues, identify challenges and suggest improvements. The Curriculum Committee, Faculty Development Director and VentureWell staff will work collaboratively to refine our curriculum and enhance our programs to most effectively deliver on the NSF objectives for I-Corps™.

Act as a coach and sounding board for two I-Corps™ Teams

The purpose of this assignment is to provide you with valuable perspective about the I-Corps™ Team experience and process, while providing some benefit to the Teams. Each of you will be assigned to coach two of the teams. This is expected to be light-touch coaching, as the Teams will have other resources as well. You should be available as a resource and meet each of your assigned Teams at least once while at this initial training and then two or three times over the balance of the course. You are also encouraged to attend at least one office hours session with each of your assigned Teams.



See one, do one: From observation to participation

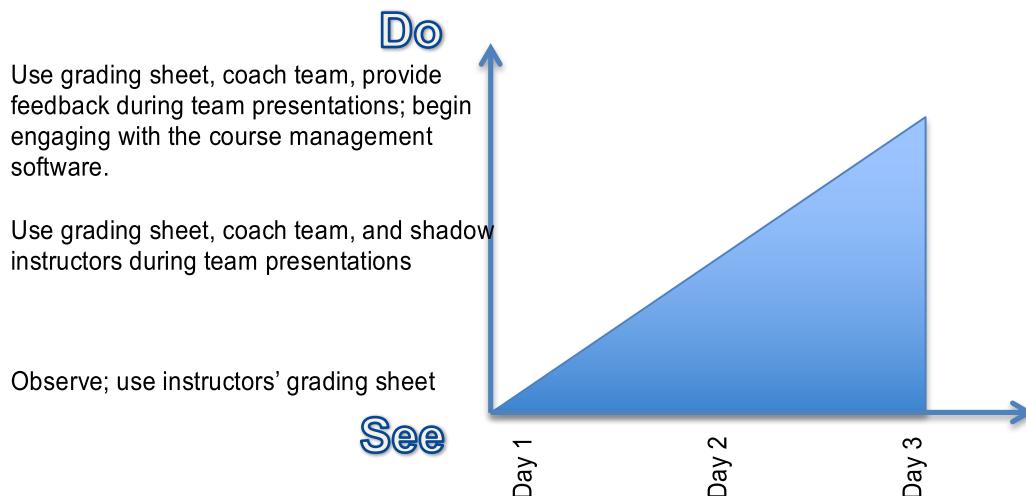
Throughout the course, you will closely observe the active teaching team to understand the syllabus, the flow of the course, and your role in implementation. As the course progresses, your role will become increasingly active.

For example, during the 3-day Kick-off workshop, you can expect the following:

Day 1 – Observation: Observe the active teaching team during team presentations and office hours. Use the Instructor Grading Sheet during team presentations to engage real time with the other instructors discussing and evaluating the teams' performance and progress.

Day 2 – Observation & increased participation: Continue to use the instructor grading sheet; engage in coaching with your assigned teams; shadow the active teaching team during team presentations; observe the activity of participating teams and the active teaching team on course management software.

Day 3 – Participate & continue to absorb: Adding to previous activity, sit with the active teaching team and contribute verbal feedback during team presentations; begin to provide feedback to teams using course management software.





Your Activity

April 10, 2018

Time	Class Activity	Your activity
1:00-5:00 PM	New Faculty Orientation	Participate
5:00-7:00 PM	Dinner with Teaching Team	Enjoy!
7:00-9:00 PM	Reception	Meet and get to know teams. Make note of teams you may be interested in coaching.

April 11, 2018

Time	Class Activity	Your activity
8:00-8:30 AM	Introduction	Complete appropriate syllabus worksheet
8:30-9:00 AM	Lecture: Business Model/Customer Development, Part 1	Complete appropriate syllabus worksheet
9:00-11:30 AM	Team Presentations	Complete enclosed "Team Selection Form," GIVE FORM TO JERRY ENGEL immediately at close of session. Complete appropriate syllabus worksheet
11:30-12:00 PM	Lecture: Business Model/Customer Development, Part 2	Complete appropriate syllabus worksheet
12:00-1:30 PM	Best Practices for Customer Discovery/Working Lunch	Complete appropriate syllabus worksheet
1:30-2:00 PM	Course Management Software Training	Complete appropriate syllabus worksheet
2:00-4:30 PM	Debrief and Discussion (during Get out of the Building Session)	Meet with Faculty Development Team
7:00-8:00 PM	Panel: How to Succeed in the Innovation Corps	Complete appropriate syllabus worksheet
8:00-8:30 PM	TL/PI Workshop	Complete appropriate syllabus worksheet
8:00-8:30 PM	Mentor Workshop	Complete appropriate syllabus worksheet



April 12, 2018

Time	Class Activity	Your activity
8:00-11 AM	Team Presentations	Comment on teams using Instructor Grading Tool
		Complete appropriate syllabus worksheet
11:00-12 PM	Lecture: Value Proposition	Complete appropriate syllabus worksheet
12:45-2 PM	Debrief & Discussion (during Get out of the Building Session)	Meet with Faculty Development Team
2:00-3:00 PM	Course Administration	Meet with Faculty Development Team
3:00-7:30 PM	Break & Office Hours	Observe activity by participating teams and active teaching team.
		Participate in Office Hours
7:30-8:00 PM	EL Workshop	Complete appropriate syllabus worksheet

April 13, 2018

Time	Class Activity	Your activity
8:30-11 AM	Team Presentations	1. Provide verbal feedback to teams alongside active teaching teams 2. Use Instructor Grading Tool
		Complete appropriate syllabus worksheet
11-12:00 PM	Lecture: Customers/ Users/Payers	Complete appropriate syllabus worksheet
12-12:30 PM	Debrief (during lunch)	Meet with Faculty Development Team
12:30-1:15 PM	Training for Online Classes	Complete appropriate syllabus worksheet
1:15-1:30 PM	Closing Session	Complete appropriate syllabus worksheet
1:30-3:30 PM	Debrief and getting ready for the online sessions	Meet with Faculty Development Team



Wednesdays, April 18–May 16, 2018

Five Online Classes

Your activities will be the same for each of the online classes. Additionally, you should be meeting [remotely] as a coach with each of your two designated teams at least once or twice during this period. Times based on Eastern Standard Time.

Time	Class Activity	Your activity
1-2:30 PM	Team Presentations Block A	<ol style="list-style-type: none">1. Participate with the teaching team in providing comments during the presentation2. Assist in facilitating a discussion on this week's reading
2:30-4:00 PM	Team Presentations Block B	Complete appropriate syllabus worksheets
4-4:30 PM	Debrief	Conference with Faculty Development Team

Monday May 21, 2018

Time	Class Activity	Your activity
1:00-2:30 PM	NONE	New Faculty Presentations: Outline of lecture highlighting the personal story connecting to the topic and an interactive activity to engage the teams
2:30-4:00 PM	NONE	New Faculty presentation session: Present your "Lessons Learned" PowerPoint
12:00-1:00 PM	Setting the Stage for Effective Presentation/Working Lunch	Complete appropriate syllabus worksheet
1:00-4:00 PM	Individual Team Meetings with Faculty Workshop: Developing Effective Presentations	Complete appropriate syllabus worksheet
4:30-5:15 PM	SBIR	Complete appropriate syllabus worksheet
5:15-6:00 PM	What's Next?	Complete appropriate syllabus worksheet
6-7 PM	Debrief	Meet with Faculty Development Team
7-9 PM	Dinner and Discussion	Meet with teaching team to discuss the Faculty WebEx presentation from last week



Tuesday May 22, 2018

Time	Class Activity	Your activity
8:00-3:00 PM	Final Team Presentations	1. Participate with the Teaching Team in providing comments during the presentation 2. Complete evaluation and provide feedback on your impressions and recommendations for evolving the instructor development course
		Complete appropriate syllabus worksheet
12-12:30 PM	Debrief (over lunch)	Meet with the Faculty Development Team
3:00-3:30 PM	Closing Session	Complete appropriate syllabus worksheet
3:30-5:00 PM	All Faculty Debrief Session	Meet with Faculty Development Team



Team Selection Form

FILL OUT THIS FORM ON DAY 1 of the workshop, during the 9:00 am – 11:30 am session.
Your response will help us pair you with 2 teams.

1. Listen to the team introductions and select the teams you believe you could best assist as a coach.
2. List your top six teams in order of preference.
3. RETURN the form to David Charon at the end of the session.
4. Each faculty member will be assigned as a mentor for 2 teams. You will act as a sounding board for the teams as needed, not a principal mentor. You should be available as a resource and communicate with each of the 2 teams at least once during this three-day period and once or twice more during the balance of the course. The principal purpose of this exercise is to provide you with a diversity of exposure to the participant team experience at different stages of the I-Corps™ training process.

Your name:

Teams I would like to mentor, in order of preference:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Other comments:



Your Lessons Learned Assignment

You will be asked to prepare a 5-7-minute PowerPoint presentation to be delivered on May 21st that addresses the following subjects:

- Who is your Node: Name of Node, Institutions, People involved (PIs, Teaching Teams, TA, adjuncts, etc.)
- Objectives of your Node: An overview of your Node's objectives as noted in your proposal
- What were the expectations for teaching the course when you joined the Node?
- What are the most significant things you learned this week?
- What were the biggest surprises?
- What will come easily?
- What do you foresee to be challenging?
- What have you already done to prepare?
- What is on your to-do list?



I-Corps™ Faculty Toolkit

<http://venturewell.org/i-corps/newfaculty/>

This page is intended as a resource area for YOU. Please let us know what other information and materials would make this a helpful resource. Input and feedback to the VentureWell I-Corps™ Senior Program Officer Tara A. Loomis are welcome.

Available in the toolkit now:

Resource	Who updates/distributes/uses for course implementation
Business Canvas Development Tools	Teaching Assistant will share with teams for producing first team presentation
Textbooks and supplemental readings	Teaching Assistant will e-mail links for supplemental readings to participants
Faculty Development Program Workbook	An electronic copy of this workbook is available
NSF I-Corps™ Teaching Handbook	Reference guide for teaching the I-Corps™ course
I-Corps™ Teams Page	Here you will find current course dates and locations, syllabus, at-a-glance schedule(s), required reading/viewing and Business Model PowerPoint slide template; links to supplemental readings
Lean LaunchPad® Video Library	A comprehensive library of Lean LaunchPad® Video clips including Customer Discovery; Lectures and Final Videos and Presentations from previous teams



Additional Video Resources

In addition to the video library in the Faculty Toolkit, the I-Corps™ Team resource webpage <https://venturewell.org/i-corps/team-materials/> hosts a number of resource videos for Teams and Teaching Teams alike. These are regularly updated, but currently include the following:

Sample Final Presentations and Videos

I-Corps™ Teams will conclude the course by preparing a final Lessons Learned Presentation (10 minutes), a 2-minute Lessons Learned Video and a 1-minute Technical Video. These include:

Team 260: *MobiPos*

Team 554: *DotLens Smartphone Microscopy*

Team 597: *AMDepot*

Team 607: *PolyTherm*

Team 669: *Natural Flight*

Team 679: *BIDEA*

Team 839: *Li-S Battery*

Team 849: *WGM sensor*

Team 858: *FloraPulse*

Team 864: *Nanotechnovate*

Team 875: *Advanced Integration Methods for Garment Based Wearable Technologies*

Customer Discovery Videos

To guide I-Corps™ Teams on the Customer Discovery Process, these instructional videos should cover the required planning, skills and tips for productive customer interviews.

Pre-Planning Customer Discovery

Pre-Planning Pt. 1 (4:55)

Pre-Planning Pt. 2 (3:25)

Pre-Planning Pt. 3 (1:29)

Customer Discovery Interviews

Interviews Pt. 1 (5:40)

Interviews Pt. 2 (3:49)

Asking the Right Question (2:37)

Outside the Building

Death by Demo 1 (2:18)

Death by Demo 2 (1:45)

Assuming You Know What the Customer Wants (1:56)

Understanding the Customer Problem

(the wrong way) or Death by PowerPoint (1:42)

Understanding the Problem (the right way) (3:22)

Customers Lie (2:37)

The Distracted Customer (3:12)

Engaging the Customer (3:37)

Customer Empathy (2:25)

The User, the Buyer & the Saboteur (2:24)

Multi-Person Interview (2:03)

B-to-B to C (2:15)

Existing vs. New Markets (5:29)

Public Interviews (2:11)

Back in the Building

Extracting Insight from Data (2:59)

Getting the MVP Right (3:34)

Pay Attention to Outliers (2:16)

The “Other 85%” (2:32)



NSF I-Corps™ Instructor Grading Tool

The purpose of this tool is...

- 1) to grade the I-Corps™ Teams on a weekly basis to monitor progress and evaluate the efficacy of the program for the Team and
- 2) to synthesize instructor insights on performance that will contribute to constructive, consistent verbal feedback to the Teams.

The comments and scores made will be kept private between the Teaching Team and the TA. The Teams will not see them.

1. Teaching Team, adjuncts and TA should look at the Team's interviews (Customer Development). Scan it for current work and depth of analysis as the Team approaches the podium. Prepare to engage the Team based on their discussions.
2. Use the **Instructor Chat** to engage with the Teaching Team in real-time (these messages are private to the Teaching Team).

The screenshot shows the LaunchPad Central software interface for the Bay Area I-Corps Jan 2014 NSF program. The main view displays 'Team Presentations' for the week of 02/25/2014. A bar chart titled 'Average Team Presentation Scores' shows the following data:

Date	Score
2014-01-13	3.8
2014-01-14	2.0
2014-01-15	5.0
2014-01-21	3.5
2014-01-28	6.3
2014-02-04	6.3
2014-02-11	3.3
2014-02-18	4.0
2014-02-25	7.7

Below the chart, there are several comments from the teaching team:

- Great video. Good process, and only figured it out at the end. Not quite a Magic Pivot, but close.
- Good set up -- trying to change a \$1T industry (not quite that big in sales, but...) Fail. He is doing a great job on the presentation. Nice comment on reimbursement. Good story telling. Has real numbers. "Down scaleable" technology -- very catchy!
- So this MUST be a go -- they have capital, high interest, etc. Lets see what they say at the end.

In the bottom right corner, there is an 'Instructor Chat' window with two messages from 'John Doe':

- I have no idea what their Value Proposition is... about 3 minutes ago
- Anyone else? about 3 minutes ago



3. Insert a comment and score [from 1 to 10] as the Team concludes.

LaunchPad Central

Bay Area I-Corps Jan 2014 NSF

Leaderboards ▾ Teams ▾ Presentations Resource Hub

Team Presentations

Create New Presentations

Download Grading CSV

02/25/2014

279 - 3D IP
280
281 - Accuplex Probes
282 - Barcode Blotting
283 VRM Labs
284 - CMU Auton Lab
285
286 - GOPure
287 Mercury Guard
288 - Here comes the Sun
289 - FlashBoost
290
291 - Epoxtal
292 Network Perception
293 - Free-Space Optical Switch
294 - SCM
295 Dam-2D
296
297 - Akadeum Life Sciences
298
299 - Team Catalysis

02/24/2014

Team 300 - Presentation 02/25/2014

View team presentation

Peer Comments Instructor-only Comments

Average Team Presentation Scores

Great video. Good process, and only figured it out at the end. Not quite a Magic Pivot, but close.

Good set up -- trying to change a \$1T industry (not quite that big in sales, but...) Fail. He is doing a great job on the presentation. Nice comment on reimbursement. Good story telling. Has real numbers. "Down scaleable" technology -- very catchy!

So this MUST be a go -- they have capital, high interest, etc. Lets see what they say at the end.

Score: 8 Update

John Doe, Faculty 02/25/2014

Great video. Good process, and only figured it out at the end.

Instructor Chat

John Doe I have no idea what their Value Proposition is... about 3 minutes ago

John Doe Anyone else? about 3 minutes ago

Send

Date	Team	Score
2014-01-13	Team 300	3.8
2014-01-14	Team 300	1
2014-01-15	Team 300	5
2014-01-21	Team 300	3.5
2014-01-28	Team 300	6.3
2014-02-04	Team 300	6.3
2014-02-11	Team 300	3.3
2014-02-18	Team 300	4
2014-02-24	Team 300	7.7

4. Be sure to convey verbally to the Team (in front of the class, or privately if appropriate) comments that summarize the Teaching Team's key reactions - compliments or critiques - because the Team will not benefit from your insight otherwise!



NSF I-Corps™ Peer Review

This activity now takes place online using LaunchPad Central

The purpose of this activity is for peer review among I-Corps™ Teams. The use of the tool provides another dimension of feedback for the I-Corps™ Teams presenting. It also ensures that Teams will be attentive and actively engaged while their colleagues present, drawing on feedback their colleagues receive to inform their own work. Effective use of this tool will help build a sense of community among the cohort building a win-win mutually supportive environment. Instructors should recognize superior/exemplary input by participants.

The Teaching Team should review and encourage participation on an ongoing basis. Comments are expected to be constructive and brief. We have seen this review be extremely valuable to the Teams as they not only review real time feedback from the Teaching Team, but also their peers.

The Teaching Team can view the Team comments by toggling to the **Peer Comments** section.

The screenshot shows the LaunchPad Central interface for a team presentation on 02/25/2014. The presentation title is "Team 300 - Presentation 02/25/2014". The sidebar lists team members: 279 - 3D IP, 280, 281 - Accuplex Probes, 282 - Barcode Blotting, 283 VRM Labs, 284 - CMU Auton Lab, 285, 286 - GOPure, 287 Mercury Guard, 288 - Here comes the Sun, 289 - FlashBoost, 290, 291 - Epoxtal, 292 Network Perception, 293 - Free-Space Optical Switch, 294 - SCM, 295 Dam-2D, 296, 297: Akadeum Life Sciences, 298, 299 - Team Catalysis. The main area shows average team presentation scores for each day from 2014-01-13 to 2014-02-25. A comment from "John Doe, Faculty" on 02/25/2014 says: "Great video. Good process, and only figured it out at the end. Not quite a Magic Pivot, but close." Another comment from "John Doe" on 02/25/2014 says: "Good set up -- trying to change a \$1T industry (not quite that big in sales, but...) Fail. He is doing a great job on the presentation. Nice comment on reimbursement. Good story telling. Has real numbers. "Down scaleable" technology -- very catchy!" A third comment from "John Doe" on 02/25/2014 says: "So this MUST be a go -- they have capital, high interest, etc. Lets see what they say at the end." An "Instructor Chat" window shows a message from "John Doe" about not knowing what their Value Proposition is... and a message from "John Doe" asking if anyone else has comments. A "Send" button is visible in the chat window.

Date	Average Team Presentation Scores
2014-01-13	3.8
2014-01-14	1
2014-01-15	5
2014-01-21	3.5
2014-01-28	6.3
2014-02-04	6.3
2014-02-11	3.3
2014-02-18	4
2014-02-24	7.7
2014-02-25	



Syllabus Worksheet 1

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Course Introduction

Date/Time: April 11, 2018 (Course Day 1) 8:00-8:30 am

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 2

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 1 – Business Model/Customer Development, Part 1

Date/Time: April 11, 2018 (Course Day 1) 8:30-9:00 am

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 3

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Introductions

Date/Time: April 11, 2018 (Course Day 1) 9:00-11:30 am

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 4

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 1 – Business Model/Customer Development, Part 2

Date/Time: April 11, 2018 (Course Day 1) 11:30 am-12:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 5

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Best Practices for Customer Discovery

Date/Time: April 11, 2018 (Course Day 1) 12:00-1:30 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 6

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Course Management Software

Date/Time: April 11, 2018 (Course Day 1) 1:30-2:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 7

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: How to Succeed in the Innovation Corps

Date/Time: April 11, 2018 (Course Day 1) 7:30-8:30 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 8

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Mentor Workshop

Date/Time: April 11, 2018 (Course Day 1) 8:00-8:30 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 9

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Office Hours

Date/Time: Periodically, throughout the course

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 10

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: April 12, 2018 (Course Day 2) 8:10-11:00 am

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 11

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Space/set-up notes

Any curriculum suggestions for the curriculum committee?

- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 2 – Value Proposition

Date/Time: April 12, 2018 (Course Day 2) 11:00 am-12:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 12

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: EL Workshop

Date/Time: April 12, 2018 (Course Day 2) 7:30-8:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 13

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: TL/PI Workshop

Date/Time: April 12, 2018 (Course Day 2) 7:30-8:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 14

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
 - Strengths/weaknesses
 - Key content/messaging
 - Presentation style
 - Good examples/illustrations
 - Follow up questions or discussion items for the next debrief session
 - Space/set-up notes
 - Available resources
 - Suggested lead on your Team
 - Issues or curriculum change suggestions for discussion by the curriculum committee
-

Session: Office Hours

Date/Time: Periodically, throughout the course

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 15

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: April 13, 2018 (Course Day 3) 8:40-11:00 am

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 16

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 3 – Customers/Users/Payers

Date/Time: April 13, 2018 (Course Day 3) 11:00 am-12:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 17

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: WebEx Training

Date/Time: April 13, 2018 (Course Day 3) 12:30-1:15 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 18

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: April 18, 2018 (Course Day 4) 1:00-4:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 19

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 4 – Distribution Channels (online) and Lecture Discussion

Date/Time: April 18, 2018 (Course Day 4)

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 20

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: April 25, 2018 (Course Day 5) 1:00-4:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 21

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 5 – Customer Relationships (online) and Lecture Discussion

Date/Time: April 25, 2018 (Course Day 5)

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 22

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: May 2, 2018 (Course Day 6) 1:00-4:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 23

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 6 – Revenue Model (online) and Lecture Discussion

Date/Time: May 2, 2018 (Course Day 6)

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 24

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Mentor Discussion

Date/Time: May 2, 2018 (Course Day 6) 4:00-4:30 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 25

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: May 9, 2018 (Course Day 7) 1:00-4:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 26

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 7 – Partners (online) and Lecture Discussion

Date/Time: May 9, 2018 (Course Day 7)

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 27

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: May 16, 2018 (Course Day 8) 1:00-4:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 28

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Lecture 8 – Key Resources & Costs (online) and Lecture Discussion

Date/Time: May 16, 2018 (Course Day 8)

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 29

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Welcome Back/ Setting the Stage for Effective Presentations

Date/Time: May 21, 2018 (Course Day 9) 12:00-12:15 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 30

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Integrating and Communicating Lessons Learned

Date/Time: May 21, 2018 (Course Day 9) 12:15-1:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 31

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Individual Team Meetings with Faculty

Workshop: Developing Effective Presentations

Date/Time: May 21, 2018 (Course Day 9) 1:00-4:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 32

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: SBIR 101

Date/Time: May 21, 2018 (Course Day 9) 4:30-5:15 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 33

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: What's Next?

Date/Time: May 21, 2018 (Course Day 9) 5:15-6:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 34

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Team Presentations

Date/Time: May 22, 2018 (Course Day 10) 8:15 am-3:00 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?



Syllabus Worksheet 35

Supplement the syllabus with notes on each session. Noteworthy items may include:

- Implementation ideas for your node
- Strengths/weaknesses
- Key content/messaging
- Presentation style
- Good examples/illustrations
- Follow up questions or discussion items for the next debrief session
- Space/set-up notes
- Available resources
- Suggested lead on your Team
- Issues or curriculum change suggestions for discussion by the curriculum committee

Session: Closing Session

Date/Time: May 22, 2018 (Course Day 10) 3:00-3:30 pm

Taught by:

Notes:

Local instructor(s) recommendation:

Questions/topics for the next debrief session:

Any curriculum suggestions for the curriculum committee?