



■ WHY APPLY FOR SHOCKER INNOVATION CORPS?

- Seed funding (up to \$2,150 per team)
- E-Launch: customer validation training and experience
- Mentoring from local experts
- Access to entrepreneurial resources
- Networking with the local innovation ecosystem

SHOCKER INNOVATION CORPS TEAMS

- **Entrepreneurial Lead:** undergraduate, graduate student, post-Doctoral scholar or professional university staff member, with relevant knowledge of the technology and a deep commitment to investigate the commercial landscape surrounding the innovation. The Entrepreneurial Lead must be capable and have the desire to support the transition of the technology, should the project demonstrate the potential for commercial viability.
- **Mentor:** Experienced or emerging entrepreneur with proximity to WSU and experienced in transitioning technology out of academic labs, the Mentor is a third-party resource. The mentor can be selected by the Entrepreneurial Lead. The Mentor will be responsible for guiding the team forward and tracking progress. If you have not identified a Mentor or need assistance identifying one, WSU Ventures will do its best to match you with a mentor for your project.



FUNDING SPECIFICS

The Shocker Innovation Corps award can be used to fund expenses related to customer discovery research, including prototyping costs. Teams have approximately six months to spend their awards. Expenses can include:

- **Materials and Supplies:** used to create a prototype (for products) or pilot program (for services)
- **Meetings, Conferences & Trade Shows:** Cost of registration/admission as well as ancillary costs associated. (i.e., transportation, meals)
 - Conference must be related to product/service industry
 - Meetings hosted by the team for the purpose of customer discovery or market research
- **Travel costs:** Costs related to travel, accommodations, and meals while traveling for the purpose of customer discovery and market research

PROGRAM REQUIREMENTS

The **Academic Lead** must commit to attending the last E-Launch session and engage regularly with the **7dbSbSSebN|Lead**.

EXPECTED OUTCOMES

Progress toward:

- ✓ Commercialization of team projects
- ✓ Applications submitted by Shocker Innovation Corps teams to NSF's I-Corp's Team Program
- ✓ New start-up businesses
- ✓ Licensing agreements
- ✓ Creation of business plans suitable for review by third-party investors

All teams will make a "go/no-go" decision about commercialization of their technology within six months of receiving funding.

ATTEND ALL SPRING 2019 E-LAUNCH SESSIONS

- February 1
- February
- February 22
- March 1
- March 8
- March 22

APPLY

www.wichita.edu/research/WSUInitiatives/shocker-innovation-corps

CONTACT US



WSU Strategic Initiatives
316-978-5363

www.wichita.edu/research/WSUInitiatives