

## CSUV Launchpad Research to Market (R2M) Program Fall 2018 Cohort- Program Overview

The Launchpad's Research to Market (R2M) program allows scientific teams to experience the process of stakeholder discovery and commercialization in hands-on workshops developed to deepen the understanding of taking a cutting-edge science technology into the marketplace. This program prepares academicians to understand the "customers" needs and wants and how those needs and wants can drive a more iterative research and commercialization development and execution strategy. The skills delivered during this program are pertinent in understanding a multitude of "customer" types: retail customers, industry partners, program directors at SBIR programs, and/or grant reviewers within federal granting agencies, just to name a few. The R2M program leverages the Lean Launchpad and Business Model Canvas methodologies that are the basis of curriculum utilized by the Department of Energy's "Energy I-Corps" program as well as the National Science Foundation's "I-Corps" program, both nationally recognized as thought leaders in commercialization of cutting edge science technologies.

This program allows researchers the opportunity to learn the process of developing a business foundation for a specific technology that is based on actual customer demand, not on speculation within the market. This process will help you better understand how to engage customers in a constructive conversation that illuminates market needs and how to leverage this information to further refine product research and development.

Here are some specifics about the program:

- As an integral part of the Advanced Industries Proof of Concept Grant, the R2M program is an opportunity for all teams to work in a cohort to better understand the potential commercial opportunities of the technology in question. The cohort structure allows teams to learn from one-another in a constructive learning environment.
- Time expectations: Teams are required to take part in approximately **30 hours of in-person training, 12 hours of webinar training and 6-10 hours of pre-work/homework/workshops** to prepare for the program. Additional time will be required of participants based on stakeholder interview requirements discussed later in the statement of work. Each team will be expected to collect **35 stakeholder interviews** during the program.
- Team makeup: Teams will be made up of distinct members. CSUV will work closely with each group to develop the team makeup.
  - **Principal Investigator (PI):** The technical lead and project manager based at the university is responsible for overall team management. A significant amount of the PI's time should be committed to this project during the training period. Previous commercialization experience is not required.
    - Expectations
      - Participation in the critical components of the in-person meetings (five in-person days)
      - Participation in Mid-Program Webinars (2)
      - Participation in Mid-Program Office Hours arranged by EL (3)
      - Direct engagement with EL to support program and team goals
    - Eligible candidates include: Professors, research associates, postdoctoral scholars, and graduate students.

- **Entrepreneurial Lead (EL):** The Entrepreneurial Lead may come from inside or outside of the laboratory/university. The EL is expected to commit the most time towards the core training period and should expect to contribute the most to conducting customer interviews and developing the commercialization plan.
  - Expectations
    - Full participation in all events throughout the program (five in-person days and 5 in-program week meetings)
    - Actively leads team through the R2M program
      - Schedules and leads the Mid-Program Office Hours for all constituents
      - Arranges, schedules, and leads stakeholder interviews
      - Prepares and delivers daily/weekly presentations
  - Eligible candidates include, but are not limited to, laboratory staff (beyond the PI), serial entrepreneurs, postdoctoral scholars, graduate students.
- **Industry Mentor (IM):** Ideally, the Industry Mentor should be an experienced industry representative or entrepreneur with substantial sector expertise. He or she will be responsible for providing mentorship to the EL and PI through the learning experience. To ensure unbiased mentorship, the IM should not have a direct interest in the team's technology or intellectual property. The IM provides direction and support but is not expected to do the day-to-day work. This role is a volunteer position.
  - Meet with the team
    - daily during the In-Person Trainings (five in-person days)
    - During Mid-Program Office Hours
  - Work directly with the Entrepreneurial Lead to
    - Provide further insight into business approach/pathway to market
    - Provide access to Industry Mentor's personal network for stakeholder discovery within the target market
  - CSUV's partner, Innosphere has agreed to support the identification of Industry Mentors for each team. CSUV, the grant recipient and Innosphere will work together to find the right fit for each team.
- **CSU Ventures Ambassador (AM):** CSU Ventures will assign a graduate student Ambassador to each team. The ambassador will be responsible for conducting prior art searches, secondary marketing searches as well as deal-flow searches for the team. They will attend all In-Person Trainings with the team, but will not be expected to conduct and/or participate in stakeholder interviewing during the program.
  - Expectations
    - Attendance at all In-Person Trainings
      - Work with team during event, but not expected to be on team outside of events
    - Develop the following support mechanisms
      - Prior Art analysis
      - 2<sup>o</sup> Market Analysis
    - Not expected to engage in interviews (unless able)

- Program Details
  - Prep Workshop II
    - Description: Webinar will lay the groundwork for a better understanding of core components of the R2M program. In addition, teams will start building a better understanding of the foundations that will be built during the entire program.
    - Schedule: Friday, September 21st, 2018, 1-3pm
    - Expected participants: PI, EL, IM, AM
  - Introductory In-Person Trainings (3 days)
    - Description: In-person trainings include seminars on Lean Launchpad, Business Model Canvas and the do's and don'ts of stakeholder interviewing and discovery.
    - Schedule: Wednesday, Sept 26<sup>th</sup>, Thursday, Sept 27<sup>th</sup>, and Friday, Sept 28<sup>th</sup>, 2018, 8am-1pm
    - Expected participants: PI, EL, IM, AM
  - Mid-Program Webinars (2)
    - Description: Teams will present to the entire cohort as well as to the instructors and will receive feedback on progress, strategy, etc.
    - Schedule: Wednesday, Oct 10<sup>th</sup> and Tuesday, Oct 30<sup>th</sup> (3pm-5pm)
    - Expected participants: PI, EL, IM
  - Mid-Program Office Hours (3)
    - Description: Teams will present updates to a subsection of the cohort as well as to the instructors and will receive feedback on progress, strategy, etc.
    - Schedule: Weeks of Oct 1<sup>st</sup>, Oct 15<sup>th</sup>, Oct 22<sup>nd</sup>
    - Expected participants: PI, EL, IM
  - Program Wrap-Up In-Person Trainings (2 days)
    - Description: Teams will have the opportunity to engage with instructors and other teams to discuss progress, lessons learned, strategies moving forward, etc.
    - Schedule: Thursday, November 8th (8am-1pm) and Friday, November 9th (8am-1pm)
    - Expected participants: PI, EL, IM, AM
- Cost: Costs for CSU POC companies are fully paid by CSUV and the State of Colorado. No costs will be passed on to the POC awardees.
- Participation: Participation of the program is required for all grant awardees.