WHAT'S THE COMMERCIAL POTENTIAL OF YOUR INNOVATION?

Find out with this short course! I-Corps @ NCATS empowers researchers to understand the potential value of their innovations in the market through the Lean LaunchPad methodology, the business model canvas, and customer discovery interviews.

WHO SHOULD ATTEND?

Teams of faculty, physicians, postdocs, medical residents, and/or students with innovations or ideas.

WHAT'S THE COURSE LIKE?

- 4 Zoom Sessions
- Conduct 10-25 Customer Interviews
- Office hours with Experienced Instructors

STARTS OCTOBER 7TH

LEARN MORE

Questions? Contact avdeev@uwm.edu