



# I-CORPS AT NIH INFORMATION SESSION

November 7, 2018

- If you have questions, **please type them in the chat box.** Questions will be answered after alumni presentations.
- Presentation **slides will be made available** a few days after the webinar.
- Please complete the post-event survey on [bit.ly/ncisbirfeedback](https://bit.ly/ncisbirfeedback)

For additional questions, contact **icorps@mail.nih.gov**



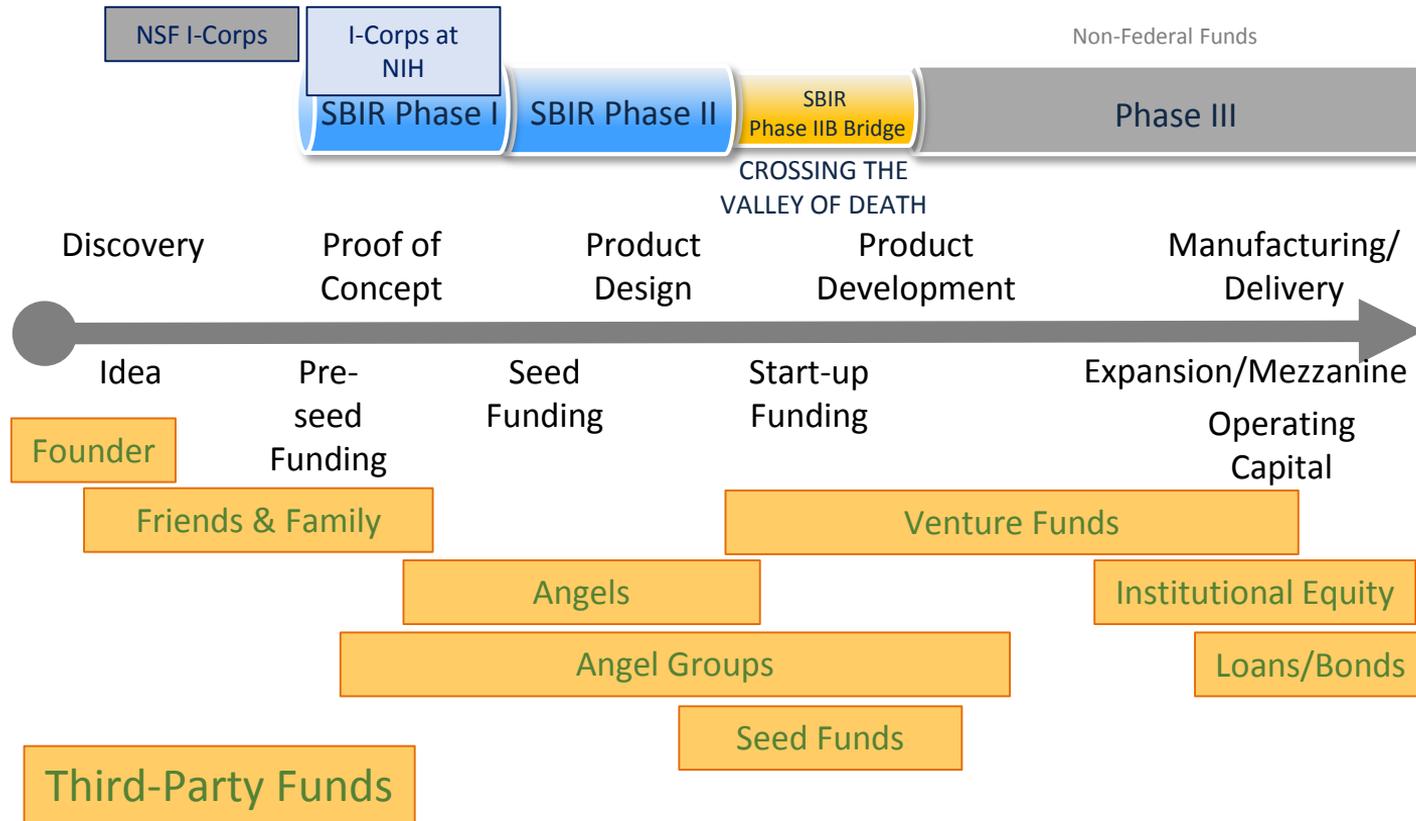
## Informational Session

Application deadline: Monday, November 19, 2018

More information: <https://sbir.cancer.gov/icorps>

**New Contact Email: [icorps@mail.nih.gov](mailto:icorps@mail.nih.gov)**

# Assorted Resources for Small Business



# PA-19-029 Administrative Supplement

## \$55,000 budget cap

Application Due Date	<b>November 19, 2018</b>	<b>January 28, 2019</b>
Phone Interview	<b>December 17, 2018 (estimated)</b>	<b>February 25, 2019 (estimated)</b>
Kick-off/Close-out Venue	<b>TBD</b>	<b>TBD</b>
Course Kick-off	<b>February 19-22, 2019 (Tuesday-Friday)</b>	<b>April 29-May 2, 2019 (Monday - Thursday)</b>
Web-Ex Courses	<b>Wednesdays, 1-5PM ET</b> <b>February 27</b> <b>March 6</b> <b>March 13</b> <b>March 20</b> <b>March 27</b> <b>April 3</b>	<b>Wednesdays, 1-5PM ET</b> <b>May 8</b> <b>May 15</b> <b>May 22</b> <b>May 29</b> <b>June 5</b> <b>June 12</b>
Course Close-out/ Lessons-Learned	<b>April 8-9, 2019 (Monday-Tuesday)</b>	<b>June 17-18, 2019 (Monday-Tuesday)</b>

<https://grants.nih.gov/grants/guide/pa-files/PA-19-029.html>

**Next Application Deadline: November 19, 2018**

# 21 Participating ICs in 2019



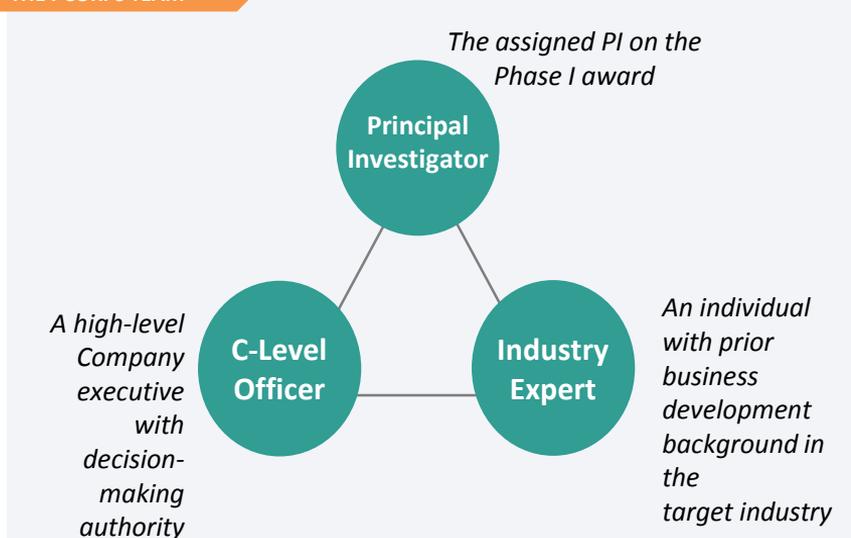
- National Cancer Institute (NCI)
- National Eye Institute (NEI)
- National Human Genome Research Institute (NHGRI)
- National Institute on Aging (NIA)
- National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- National Institute of Allergy and Infectious Diseases (NIAID)
- National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS)
- National Institute on Deafness and Other Communication Disorders (NIDCD)
- National Institute of Dental and Craniofacial Research (NIDCR)
- National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)
- National Institute on Drug Abuse (NIDA)
- National Institute of Environmental Health Sciences (NIEHS)
- National Institute of General Medical Sciences (NIGMS)
- National Institute of Mental Health (NIMH)
- National Institute of Neurological Disorders and Stroke (NINDS)
- National Center for Complementary and Integrative Health (NCCIH)
- National Center for Advancing Translational Sciences (NCATS)
- National Heart, Lung, and Blood Institute (NHLBI)
- Division of Program Coordination, Planning and Strategic Initiatives, Office of Research Infrastructure Programs (ORIP)
- National Center for Emerging and Zoonotic Infectious Diseases (NCEZID/CDC)
- National Institute for Occupational Safety and Health (NIOSH/CDC)

# Program basics

## REQUIREMENT

Eligible SBIR/STTR grantees are required to assemble **3-member teams** that will work collaboratively to complete the activities and assignments required by the I-Corps curriculum.

## THE I-CORPS TEAM



## INSTRUCTORS

- Experienced, business-savvy instructors work closely with project teams to help them explore potential markets for their Federally funded innovations
- Instructors possess specific domain expertise in the major product areas that comprise the biomedical industry

## AWARD

- The selected project teams receive grant supplement funding (\$55,000) to support entrepreneurial training, mentorship, and collaboration opportunities for translating their research ideas into viable products.

## ELIGIBILITY

- To be eligible, a company must have an ACTIVE Phase I SBIR or STTR grant from one of the 21 participating NIH and CDC Institutes and Centers  
The predicate Phase I grant **must** have project and budget timelines that are active from application date through end of I-Corps course syllabus.



## COURSE FORMAT

- 3-Day Kick-off Event
- 6 Weekly web classes
- 2-Day Lessons Learned

## LIFE SCIENCE TRACKS

- Therapeutics
- Diagnostics/eHealth
- Medical Devices
  
- Teams are distributed among track “rooms”

## TEACHING TEAM

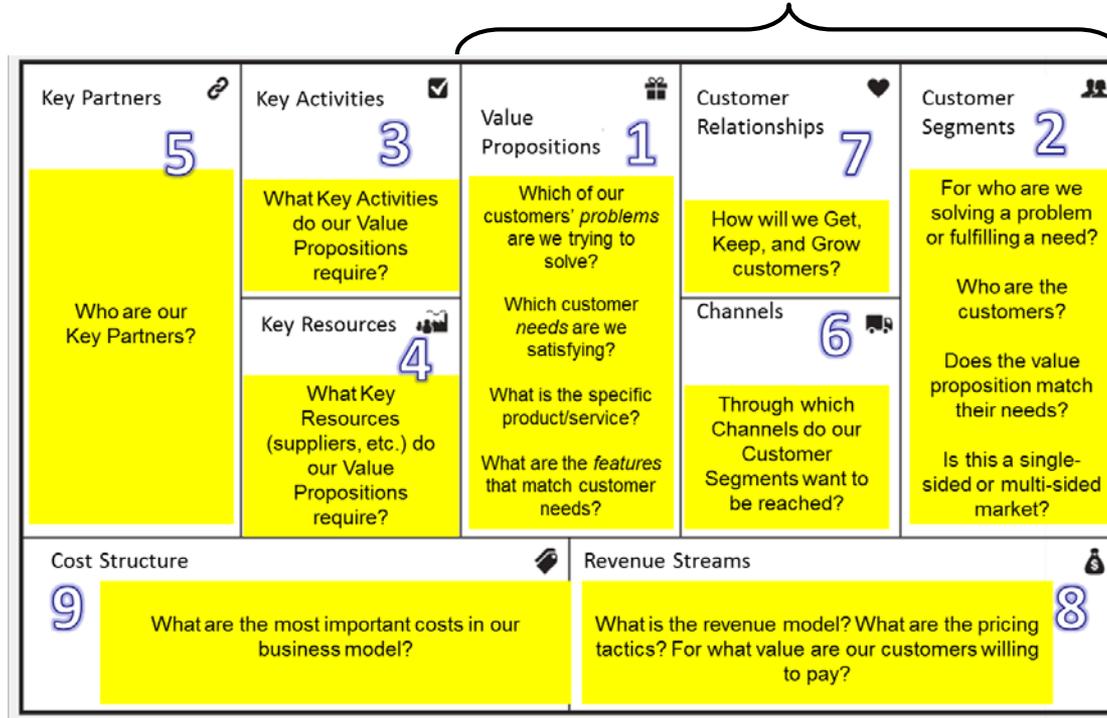
- I-Corps Node Instructors
- Industry Domain Experts
  
- Curriculum tailored to life sciences

## Program for SBIR/STTR Phase I awardees to help:

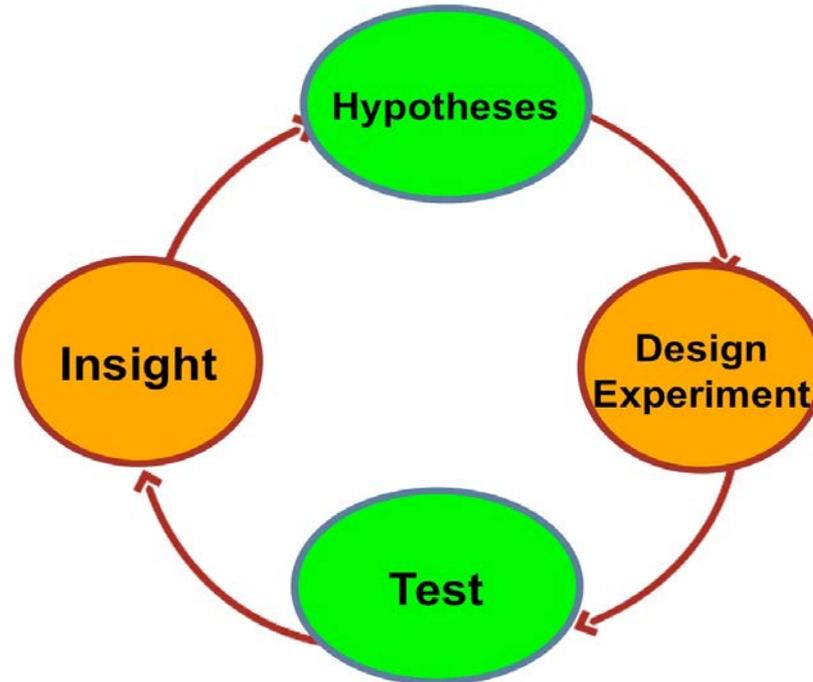
- Define the value proposition (e.g., clinical utility) **early** before spending millions – saves time AND money
- Assess IP and regulatory risk before design and build
- Better understand core customers and the **specific** steps required for downstream commercialization
  - Teams are required to conduct 100 interviews
- Gather information essential to customer partnerships/ collaborations/ purchases before doing the science
- Identify financing vehicles before they are needed (helping to avoid the “Valley of Death”)

# Business Model Canvas

## “ Product-Market Fit ”



## *Hypotheses Testing and Insight...*





## Informational Session

Application deadline: Monday, November 19, 2018

More information: <https://sbir.cancer.gov/icorps>

**New Contact Email: [icorps@mail.nih.gov](mailto:icorps@mail.nih.gov)**

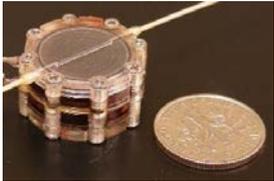
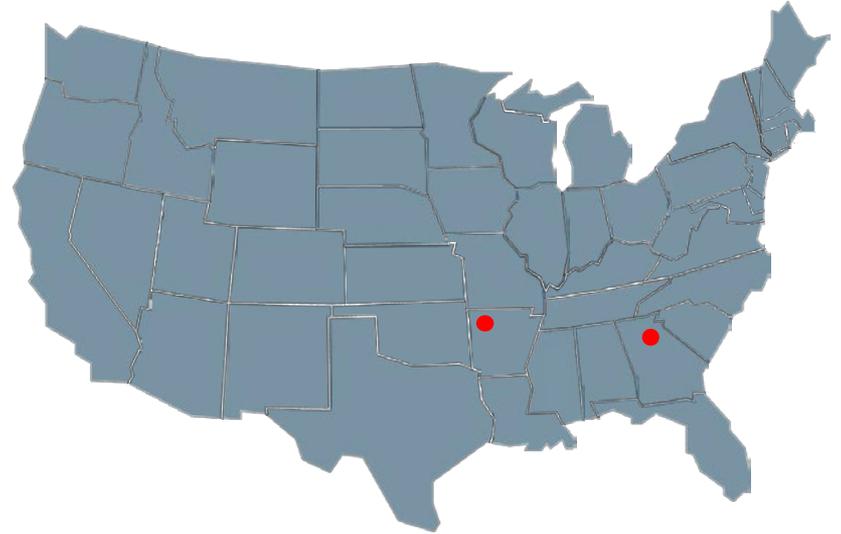


I-Corps Webinar

November 7, 2018

# Innovative Microfluidics

---



Fayetteville (AR) and Atlanta (GA)

Expertise in microfluidics and medical product design

Applying proprietary technologies to diabetes care and scientific research

# Market Feedback Process is Critical for Product Success

- SFC Team's Experience with VOC or MDPD™:



- NIH's I-Corps Program = Access for small company

### Voice of the Customer Process

**Process:**

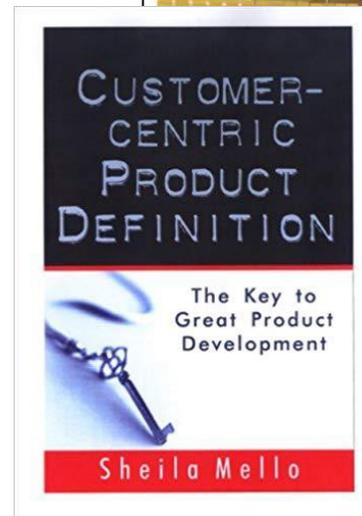
- Multi-function participation
- Establish a hypothesis
- Conduct interviews & transcribe
- KJ Analysis: post-it elimination
- Result – Image diagram of needs



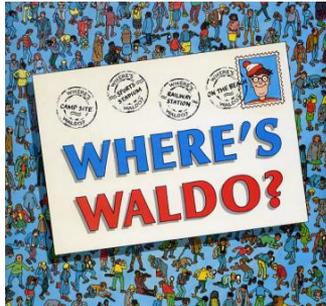
**Input Sources:**

- Key Opinion Leaders (KOL)
- Social Sites (Facebook)
- Diabetes Blogs
- Industry publications (Diabetes Care)

42



# Interviews (24 States and 5 Foreign Countries)



## Breakdown:

- 84 Research Labs
- 12 Potential Marketing Partners
- 3 Manufacturing Partners
- 2 Potential Suppliers

<i>sfcfluidics.</i>	Interview Count			
<b>TOTAL</b>	101	66	0	35

# Lab Market: Current Systems vs Implantable SFC Pump

---



## Traditional Pump System

- Non-realistic setting
- Limited mobility
- Isolated



## SFC Pump System

- Natural environment
- Free of movement
- Can socialize



# SFC System (Movie Analogy)

---

Silence of the Lambs



## **Traditional Pump System**

- Non-Natural setting
- Limited mobility
- Isolated

VS

Sound of Music

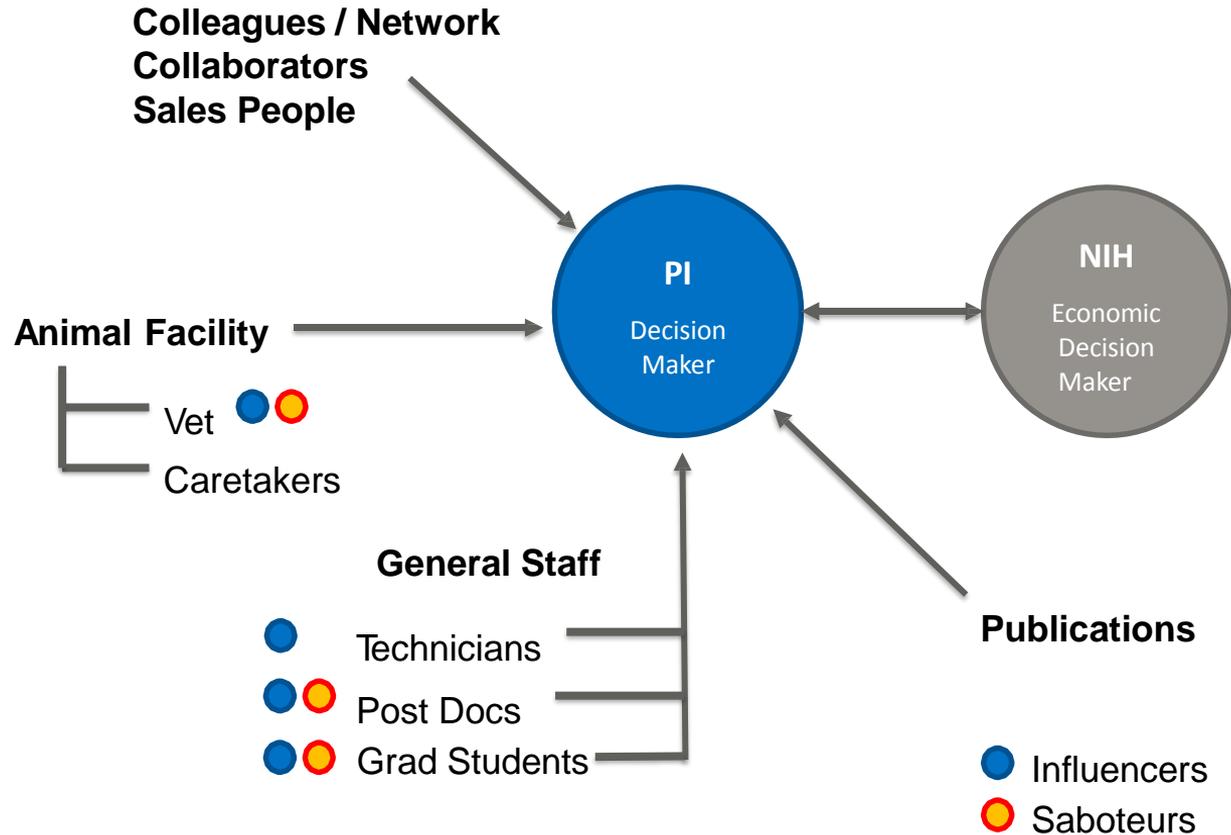


## **SFC Pump System**

- Natural environment
- Free of movement
- Can socialize

# Target Customer: Behavioral Researcher / Decision Tree

---



# I Corps Process = Positions Company for Success

---

Provides clarity around

- Target market
- Value proposition
- Product design
- Go-To Market Strategy
  - ✓ Financials
  - ✓ Distribution channels
  - ✓ Decision makers & Decision making process

Successful SBIR Phase II application

---

THANK YOU

Anthony P. Cruz, CEO  
e: [apcruz@sfcfluidics.com](mailto:apcruz@sfcfluidics.com)  
m: (678) 793-2395

# QUESTIONS AND ANSWERS

---

**Send your questions in by typing them into the chat box.**

**Application deadline: Monday, November 19, 2018**

**More information: <https://sbir.cancer.gov/icorps>**

**New Contact Email: [icorps@mail.nih.gov](mailto:icorps@mail.nih.gov)**

NATIONAL CANCER INSTITUTE

**SBIR**

DEVELOPMENT  
CENTER

