

NSF SBIR/STTR Phase I Beat-the-Odds Boot Camp

Spring 2017 Schedule

January 17, 2017 (12:00-1:30pm EST): Kickoff Webinar - Customer Development and Business Model Generation

January 23rd (12:00-1:30pm EST): Webinar #2 - Customer Discovery and Interview Best Practices

January 24th – February 10th: Office Hours Round #1: Your Office Hours will be coordinated and scheduled by the instructor assigned to your company, typically through the use of an online scheduling document (e.g., Google doc). The first meeting will be an opportunity to provide details on “where you are” as a company.

Prior to your first office hours meeting, please complete your initial business model canvas, with specific attention on customer segments and corresponding value propositions. In addition, come with your list of interviews that you already have conducted – or plan to conduct - in the coming weeks. Remember, your goal is 30+ total interviews over the next six weeks – no exceptions.

February 13th – March 10th: Office Hours Round #2. This meeting is meant to be a progress report on what you did – and more importantly, what you learned – in the last round of interviews (since the first meeting). Be prepared to discuss your plan going forward...and how any learning impacted your expected business model.

If you have not conducted a significant number of interviews since the last meeting (5 would be minimum, 10+ the goal), your instructor will have the discretion to postpone/cancel the meeting. For this program, it is imperative that you do the interviews – again, no exceptions.

March 6 (1:00-2:30pm EST): Webinar #3 - Expectations for Lessons Learned Presentation

March 13, 2017: Beat-the-Odds Boot Camp, Lessons Learned Presentations. You will present your lessons learned to Boot Camp instructors, who will provide you with their feedback and comments following your presentation, at this day-long event. The audience will include 15-20 peer Phase I companies, and NSF SBIR Program Directors. You will be provided a general presentation template to follow, but the theme will be: *This is what we thought (initial canvas), what we did (information on interviews), and what we learned (final canvas)* in the context of the program. You will show how your proposed business model changed over time, and share your thoughts on “what’s next” for your company.

If you have not met the goal of 30+ interviews over the course of the program, your instructor will have the discretion to determine if you present at this event.