

BLIC I-Corps Discussion

Peter Frischmann, Co-Founder pete@sepiontechnologies.com, (208)-406-9888

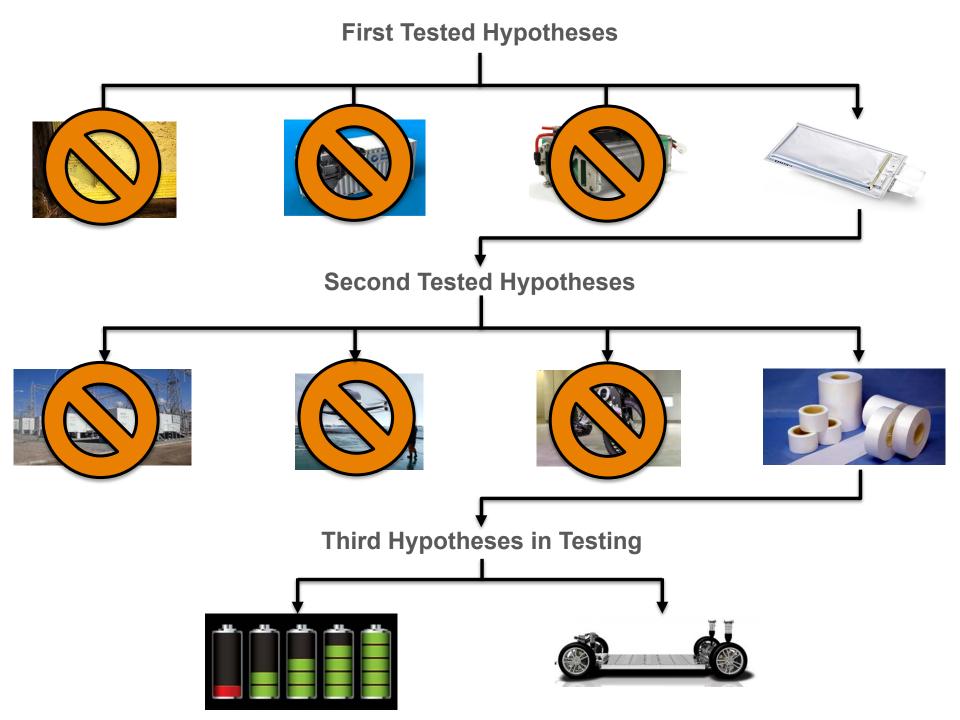
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Why Invest Your Time in I-Corps?



- Encourage Ecosystem Engagement
- Identify Real Problems
 - Focus Research Efforts on Solving Pain Points
- Improve Communication of R&D Value Propositions
 - Grant Writing Success (\$)
 - Industrial Collaborations (\$)
 - Public Interest in Science & Technology (\$)

All STEM MSc and PhD programs should include a course modeled after I-Corps!



Constantly Refining Value Proposition in Search of Product-Market Fit

The I-Corps Effect

\$2.2M in
Non-Dilutive Resources
Raised Over 1.5 Years
Following I-Corps

2016

2018–2019
First Products
to Market





cyclotronroad











<u>2015</u>







2012









Local Resources for Entrepreneurs



