



INTRODUCTION TO CUSTOMER DISCOVERY

PROGRAM DETAILS:

Free, 8-week online workshop to explore the commercial viability of your technology

WHEN?

- Mar 11: Course Orientation
- Mar 25: Product-Market Fit
- Apr 8: Customer Discovery
- Apr 22: Market Assessment
- May 6: Commercialization Pathway

WHY?

- Increase chances of commercialization grants e.g., SBIR/STTR, PFI-TT (\$250K-\$2M)
- Qualifies you for NSF's National I-Corps program (\$50k award)
- Guidance from instructors and industry mentors
- Build connections with customers /stakeholders in your industry ecosystem

WHO?

Faculty, graduate students, and post-docs.
Undergrads can join a team

[Apply Here](#)

For More Information contact Geetali Pradhan at
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NSF I-CORPS HUB
GREAT LAKES REGION