I-Corps™ for Learning

Fostering an Innovative and Entrepreneurial Mindset in Engineering Technology Education

Rocio C. Chavela Guerra
Director, Education & Career Development
ASEE
<table>
<thead>
<tr>
<th>Year</th>
<th>Cohorts + Pilot</th>
<th>Teams</th>
<th>Participants</th>
<th>Instructors</th>
<th>Evaluation Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2013</td>
<td>3 + Pilot</td>
<td>73</td>
<td>234</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>June 2014</td>
<td>3</td>
<td></td>
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<tr>
<td>June 2015</td>
<td>3</td>
<td></td>
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<tr>
<td>June 2016</td>
<td>3</td>
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- **Pilot**: Jan-Feb 2014
- **Cohort 1**: Jan-Feb 2014
- **Cohort 2**: Jul-Aug 2015
- **Cohort 3**: Jul-Aug 2016

**I-Corps™ for Learning History**
7-week Program

Educational Innovation

Customer Discovery

Kick-off Workshop

5 Online Sessions

Lessons Learned Workshop

100 Interviews

Readiness for Sustaining & Scaling?
I-Corps™ for Learning
Participant Segments

Current Profession Leaning (36%)

Entrepreneur Leaning (20%)

Both (44%)
Roughly 1-Year After the Course....

Teams

- 90% of PIs are still involved
- 73% of ELs involved
- 50% have more people

Innovation Home

- 60% home institution (PI)
- 20% for-profit companies
- 8% non-profit companies
- 8% other institutional partners
- 4% other

Funding

- 50% have sought additional funding
  59 requests → 14 approvals
- 76% have additional funding (new grants, home institution, venture capital, corporate partnerships, other sources)

$3.6m

22% of additional funds are revenue from customers
I approach my current role as a faculty member with an entirely new perspective. I infuse entrepreneurial mindset and learning into my teaching; I approach fundamental research problems with a translational research application and consider what sustainable scaling would look like from the beginning; and I am dedicated to bringing I-Corps like experiences for students and faculty at my university. I've also become involved in a start-up, which has been a direct outgrowth of our I-Corps project, and this has opened up several new pathways that will be infused in my career moving forward. Our start-up was recently awarded a Phase I SBIR to continue the efforts, and we've also attained interest from outside investors in moving our endeavor forward.
ViTAL

Bringing inclusion and accessibility to the digital classroom through touch

Jenna Gorlewicz, PI
Assistant Professor
Southern Illinois University Edwardsville

Corrine Mueller, EL
Graduate Assistant
Southern Illinois University Edwardsville

Dan Harres, M
CEO
Bitstream Technology

Our Technology
Leveraging commercially available tablets

Create
Automatically transform existing lessons into accessible content. Easily create and customize new teaching materials.

Engage
Real-time display in-class promotes inclusion and peer-to-peer interactions with diverse learning styles.

Learn
Personalized content enables learning through sight, sound, dictation, and touch: tactile graphics.

Collaborate
Integrate, share and sync with digital classroom tools (Google apps, LMS, and Apple for Education).
# New Courses

<table>
<thead>
<tr>
<th>Awareness Sessions</th>
<th>Introduction to I-Corps™ L</th>
<th>National Cohort</th>
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<tbody>
<tr>
<td>1-3 hours</td>
<td>2 weeks</td>
<td>7 weeks</td>
</tr>
<tr>
<td>Face-to Face</td>
<td>Online</td>
<td>Hybrid</td>
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<tr>
<td>Online</td>
<td>Hybrid</td>
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- **Introduction to core features of the Lean Startup Process**
- **Opportunity to develop ‘proof-of-concept’ evidence towards sustaining and scaling**
- **Focus on the importance of sustainable scalability at the early stages of concept development**
- **Focus on Value Proposition + Customer Segment ‘fit’**
- **Opportunity to determine innovation readiness for sustainable scalability**
- **Immersion in the Lean Startup Process**

**Frontiers in Education (FIE)**
- October 12-15, Erie, PA

**ASEE Annual Conference**
- June 25-28, Columbus, OH

*(traditionally Jul-Aug)*
I-Corps™ for Learning

WE WANT YOU!

https://www.asee.org/i-corps-l/