



SUNY **STARTUP SUMMER SCHOOL**

Week 2

Discover Customer Discovery



Course Schedule

| Week | Date | Course Title | Presenters |
|------|----------------------|--|---|
| ✓ 1 | June 7 | Entrepreneurship 101 – What It Takes To Commercialize Your Tech | Felix Litvinsky, Abakama Allison Yacci, DataCicada |
| 🔑 2 | June 14 | Discover Customer Discovery | Olga Petrova, Binghamton University |
| 3 | June 21 | Evaluation of the Opportunity – Patentability and Marketability Basics | Lance Reich, SUNY RF Andrew Scheinman, SUNY RF |
| 4 | June 28 | How To Win Grants – Mastering Non-Dilutive Funding Sources | Kirk Macolini, InteliSpark |
| 5 | July 5 | Building A Winning Team | Ana-Maria Galeano, Galeano Law Mark Sperry, Sperry Energy |
| 6 | July 12 | Forming and Structuring Your Company Like A Boss | Rich Honen, Phillips Lytle |
| 7 | July 19 | Strategies for Unstoppable Success | Arel Moodie, Reed Oak |
| 8 | July 26 | Telling and Selling Your Story | Maureen Ballatori, 29 Design Studio Michael Lightman, Hate Your Deck |
| 9 | July 31- August 2 | 1:1 Meeting With SUNY Venture Advisors | |
| 10 | August 9 | Demo Day and Graduation | You! |

Course Schedule: What you need to know

1. Recordings will be shared after each class, but we highly encourage you to attend live to take advantage of the full experience.
2. During the course, we will provide valuable resources to help you get your bearings and learn about others in your cohort, including a class directory.
3. We will also include some activities that will help you meet your classmates. Get a sneak peak at our new S4 swag!
4. At the end of each live session, please answer a 1 question Zoom poll about this week's topic. Your feedback helps us improve the program.
5. You will have an opportunity to provide feedback at the end of the course. If you have any questions, issues or ideas along the way, please don't hesitate to contact us.



Course Schedule: What you need to know

1. **June 7-July 26**: Instructional Zoom webinars will be held every Wednesday from 10:30-12:00 PM ET. Invites have been sent. Please keep an eye out for Zoom meeting invites.
2. **July 3- August 2**: Virtual I-Corps short regional course. The deadline is **TODAY!** To register: <https://www.tfaforms.com/5059210>.
3. **July 31 – August 4**: Office hours with Venture Advisors to apply what you are learning and prep for your Demo Day pitch.
4. **August 9**: S4 culminates with a Demo Day and Graduation celebration where participants pitch their technology or venture for one or more \$50k Technology Accelerator Fund Catalyst Investments. Demo Day and Graduation are scheduled to be in person at the University at Albany's ETEC Complex in Albany, NY on August 9.



Join LinkedIn

We will have some activities that will help you meet your classmates. We will give out participation points for the below items.

1. Join the [SUNY Innovation and Entrepreneurship Network LinkedIn Group](#) (link included in this week's follow up email)
2. Comment on the "Welcome to the S4 class of 2023" post in this LinkedIn group to introduce yourself. Recommendations on what to include: campus affiliation, what you are working on, what you hope to get out of S4 and a fun fact about yourself.
3. Reply to a classmate's post to 'meet' them!



S4 Leaderboard

| | First Name | Last Name | Points |
|----|------------|-----------------|--------|
| 1 | Marisol | Marcin | 3 |
| 2 | Emily | Hanscom | 3 |
| 3 | Josee | Fonseca | 3 |
| 4 | Han | Qin | 3 |
| 5 | Donald | Turner | 3 |
| 6 | Joshua | Stewart | 3 |
| 7 | Zhuqi | Miao | 3 |
| 8 | Sarah | Sachs | 3 |
| 9 | Danielle | Castillo | 3 |
| 10 | Mila | Gasco Hernandez | 3 |
| 11 | Susan | Gushlaw | 3 |
| 12 | Winnie | Hasheela | 3 |
| 13 | Yamini | Kumaran | 3 |
| 14 | Zina | Lawrence | 3 |
| 15 | Katharine | Moser | 3 |
| 16 | Aishwari | Talhan | 3 |
| 17 | Daniel | Chan | 3 |
| 18 | Jazmin | Clifford | 3 |
| 19 | Alisa | Franasiak | 3 |
| 20 | Indranil | Goswami | 3 |

| # | Campus | Points |
|----|--------------------------------------|--------|
| 1 | University at Albany, SUNY | 37 |
| 2 | University at Buffalo, SUNY | 33 |
| 3 | Binghamton University, SUNY | 15 |
| 4 | Upstate Medical University | 12 |
| 5 | SUNY New Paltz | 8 |
| 6 | SUNY Brockport | 7 |
| 7 | ILR School at Cornell University | 5 |
| 8 | Stony Brook University | 5 |
| 9 | SUNY Polytechnic Institute | 5 |
| 10 | SUNY Broome | 4 |
| 11 | Downstate Health Sciences University | 3 |
| 12 | Dutchess Community College | 3 |
| 13 | SUNY Canton | 3 |
| 14 | SUNY Morrisville | 2 |
| 15 | SUNY Oswego | 2 |
| 16 | Buffalo State, SUNY | 1 |
| 17 | SUNY Potsdam | 1 |
| 18 | Farmingdale State College, SUNY | 0 |
| 19 | Mohawk Valley Community College | 0 |
| 20 | New York State College of Ceramic | 0 |

How Do You Earn Points?

There are many ways to earn points, including:

- Join LinkedIn Group – [SUNY Innovation and Entrepreneurship Network](#)
- Introduce yourself and why you are here
- Reply to a classmate
- Weekly attendance
- Weekly engagement
- I-Corps
- Pitch at Demo Day



Questions about S4?



Email us at S4@rfsuny.org



Let's jump into our session on Customer
Discovery!



SUNY STARTUP
SUMMER SCHOOL

Discover Customer Discovery



NSF I-Corps Hub
Interior Northeast

What technology are you working on?

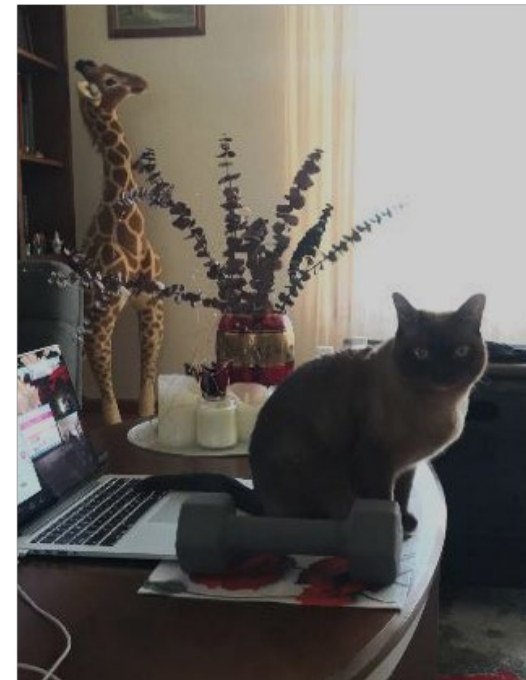
Where were you born?



Powered by  Poll Everywhere

Olga Petrova

Director
Entrepreneurship & Innovation Partnerships
Binghamton University



Broader Impacts of Academic Innovations

From 1996 to 2017, up to...

\$1.7 trillion

contributed to
U.S. gross
industrial
output



\$865 billion

contributed to
U.S. gross
domestic
product



5.9 million

jobs supported



490,000+

inventions disclosed...

108,000+

U.S. patents issued...



to research institutions since 1996

14,000+

start ups formed



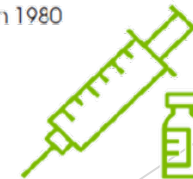
67%

of university
licenses are to
start-ups and
small companies



200+

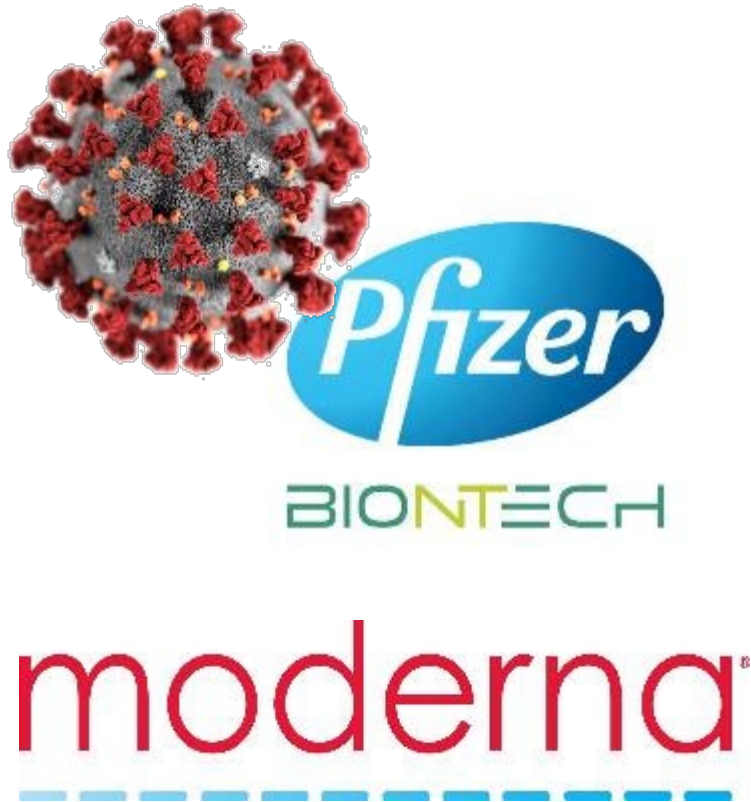
drugs and vaccines
developed through
public-private partnerships
since Bayh-Dole Act
enacted in 1980





of
n

Broader Impacts of Academic Innovations



Broader Impacts of Academic Innovations

RTI
INTERNATIONAL



 Bristol Myers Squibb™

Janssen
PHARMACEUTICAL COMPANIES OF
Johnson & Johnson



 **NYU School of Medicine**

AMGEN



MASSACHUSETTS
GENERAL HOSPITAL



Pfizer



Northwestern
University

30% of drugs discovered in
academic labs

Broader Impacts of Academic Innovations



UCLA



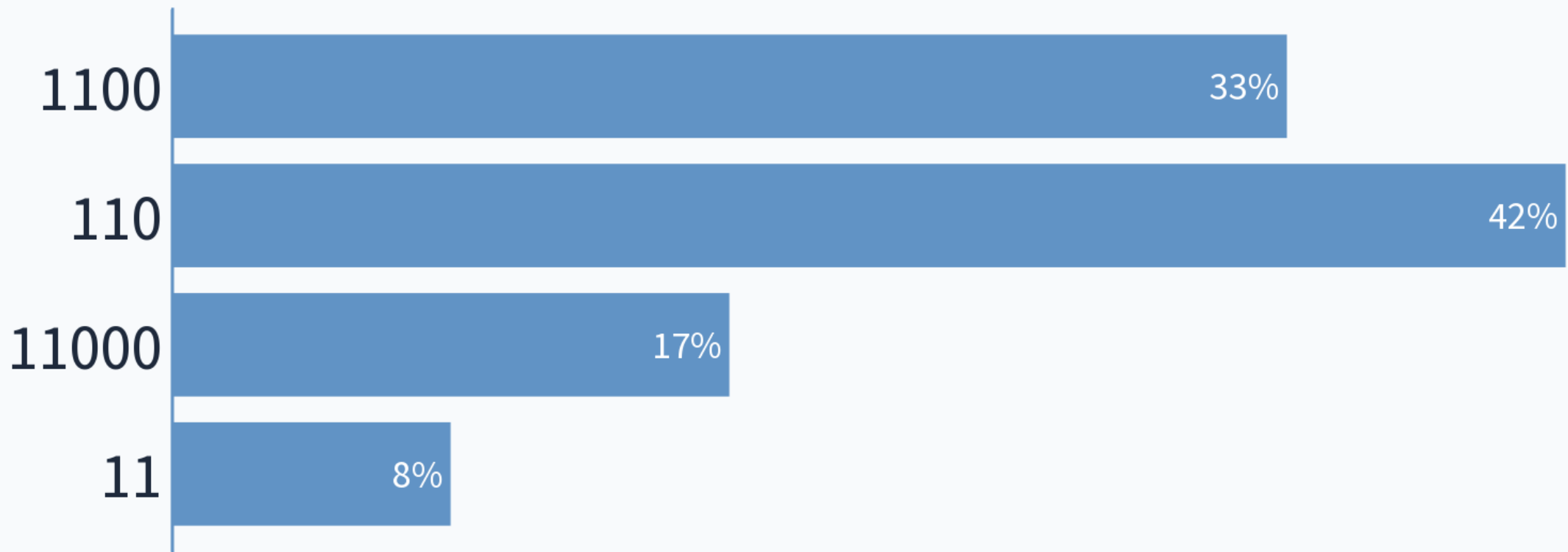
UNIVERSITY OF MINNESOTA



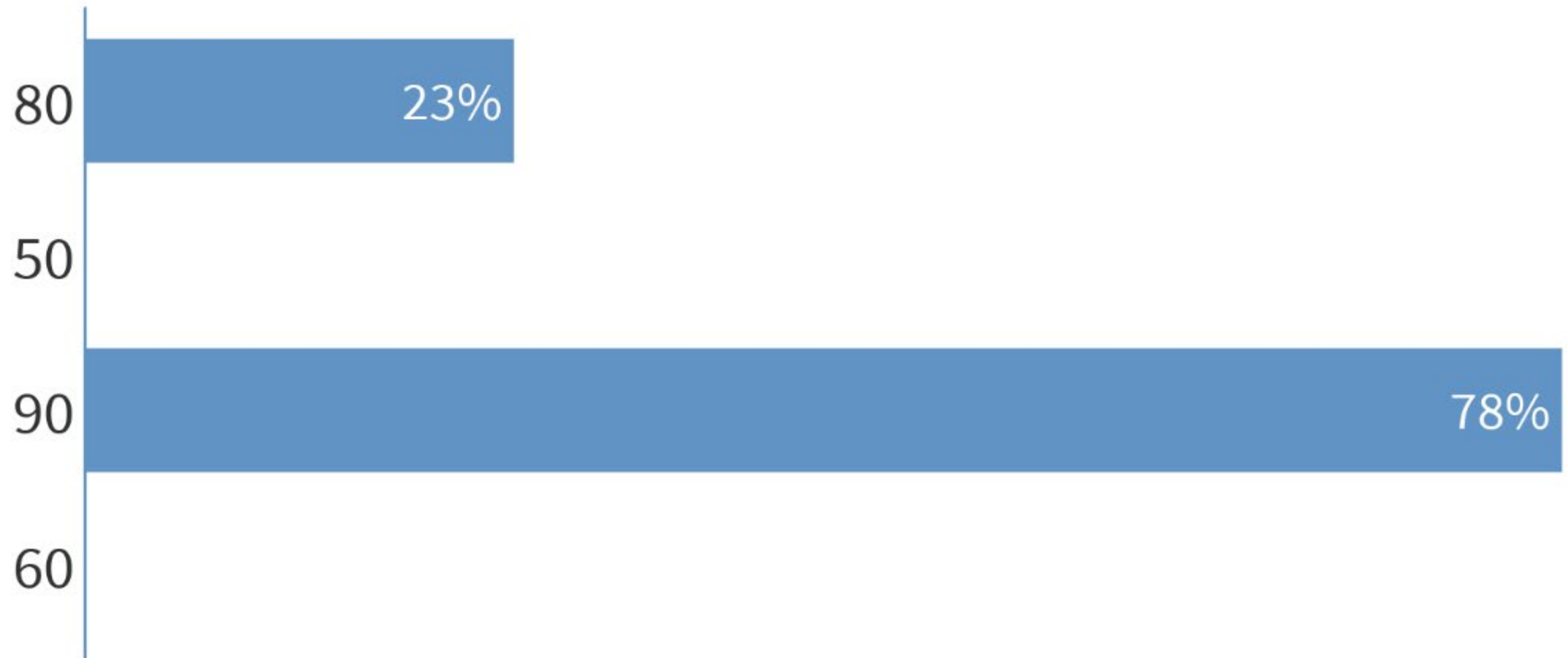
When poll is active, respond at pollev.com/olgaepetrova959

Text **OLGAEPETROVA959** to **22333** once to join

How many startups are formed every hour?



What percent of startups fail?



97% of all Documented Ideas Fail
75% of all VC Backed Ideas Fail



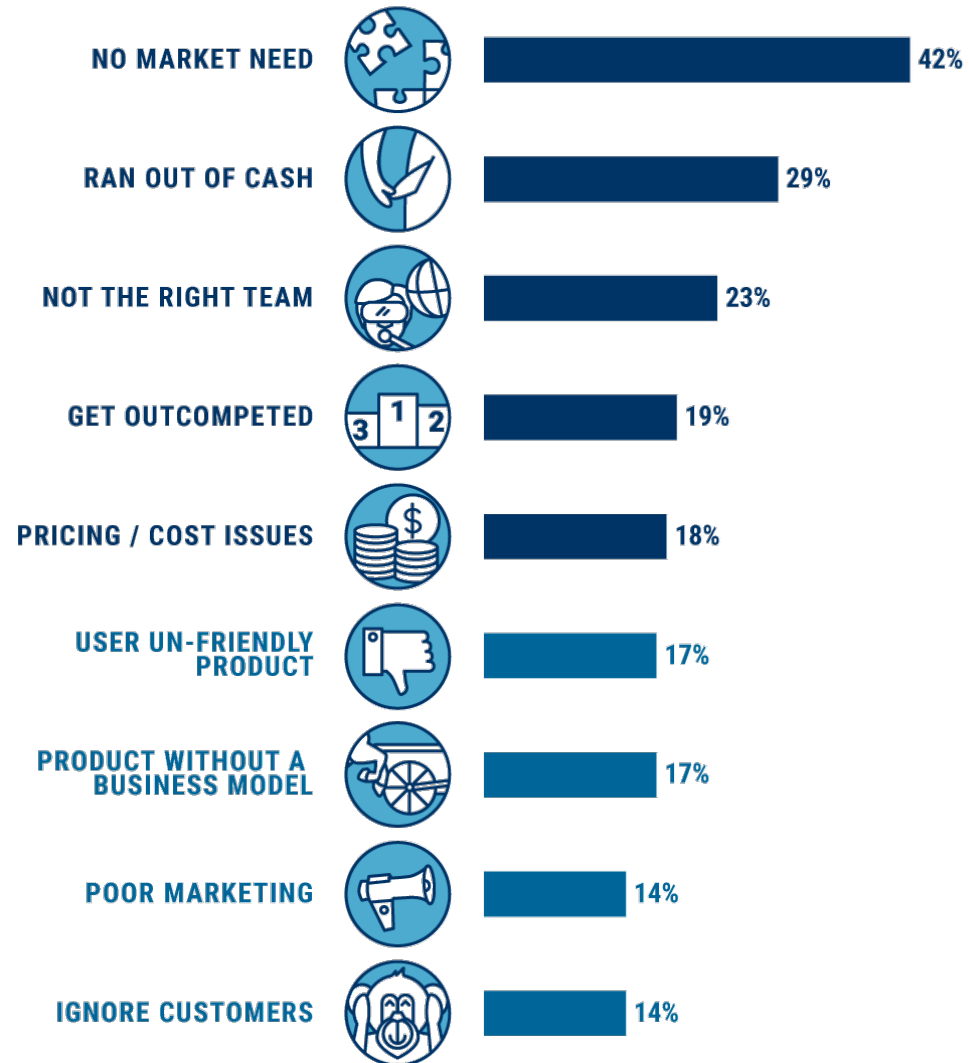


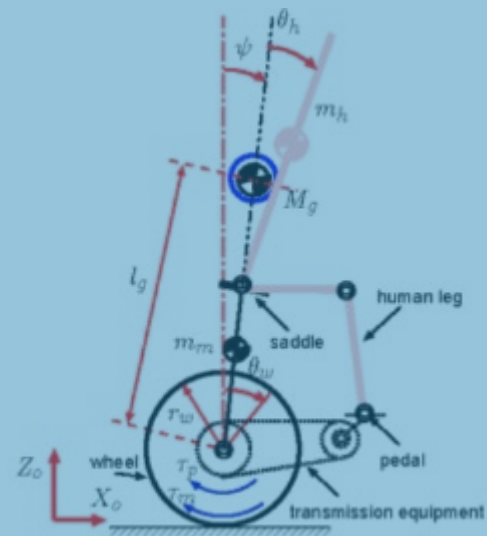
Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app



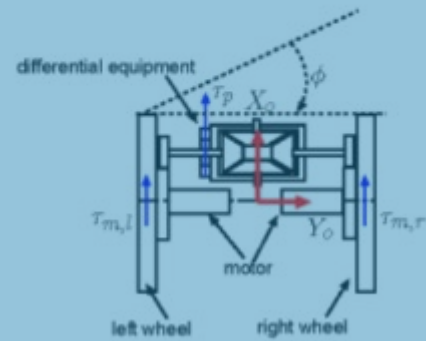
BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMS

Top 20 Reasons Startups Fail

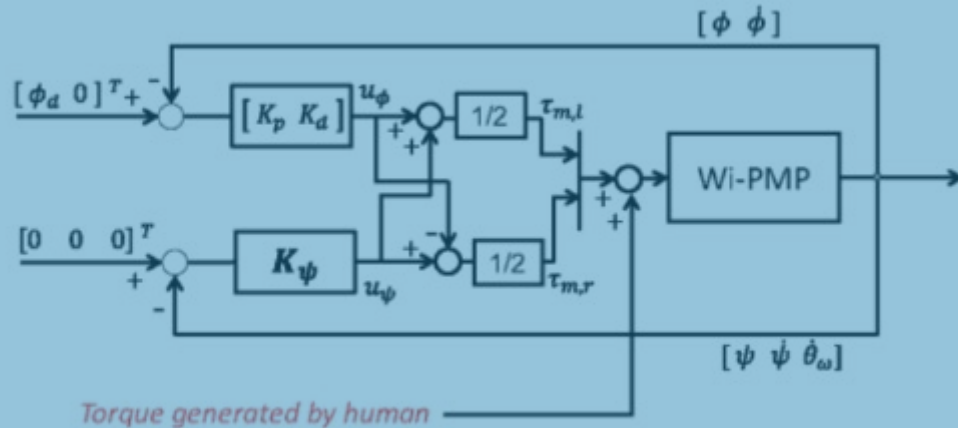




(a) side view



(b) upper view



(c) Basic control block diagram



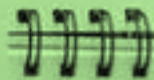


Period 764
Starting Jan 14, 2018
8 Cylinders

of the n Union

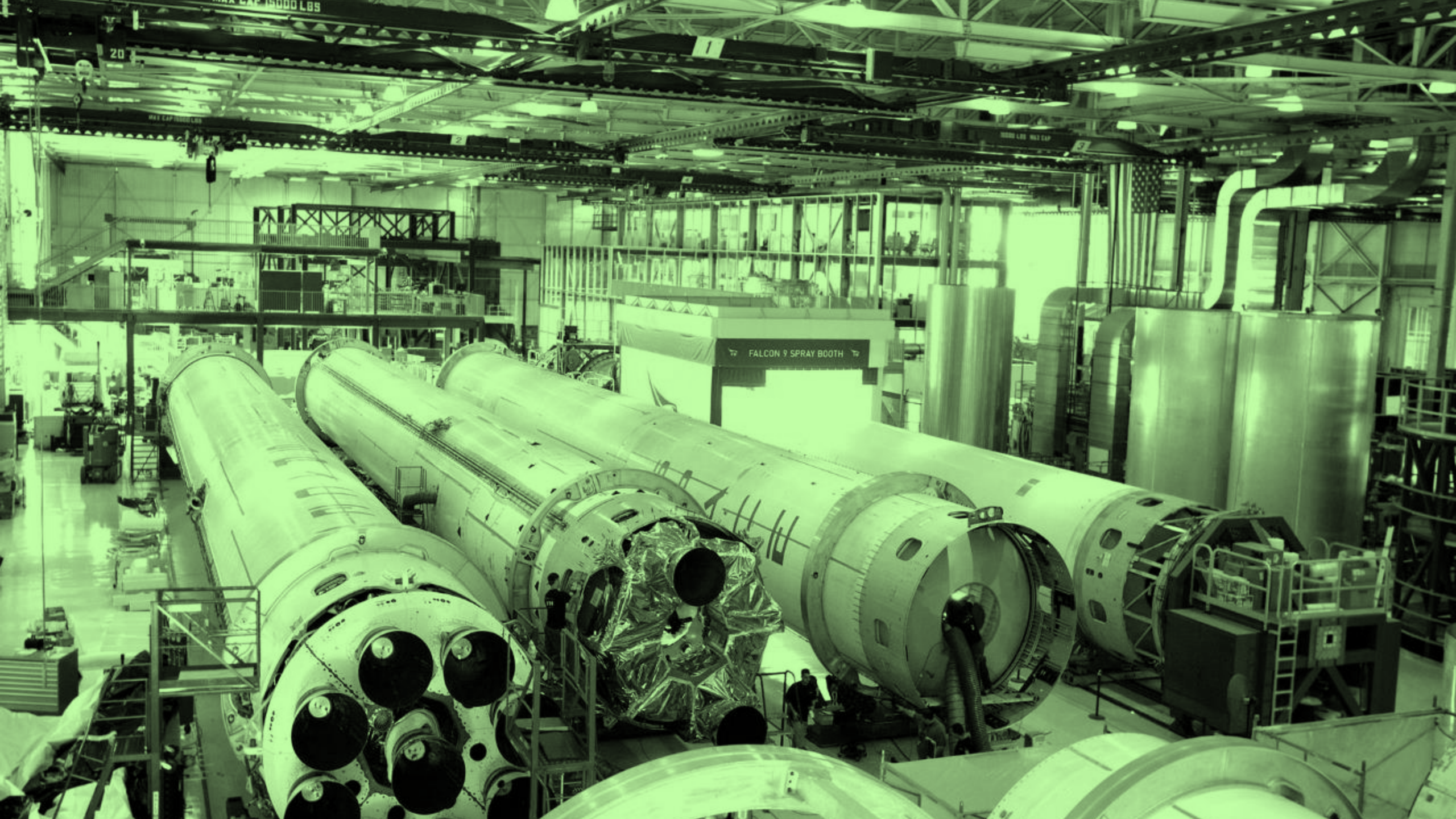
[illegible]

| | M | T | W | T | F | S | S |
|----|----|----|----|----|----|----|---|
| | | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | |
| 30 | 31 | | | | | | |

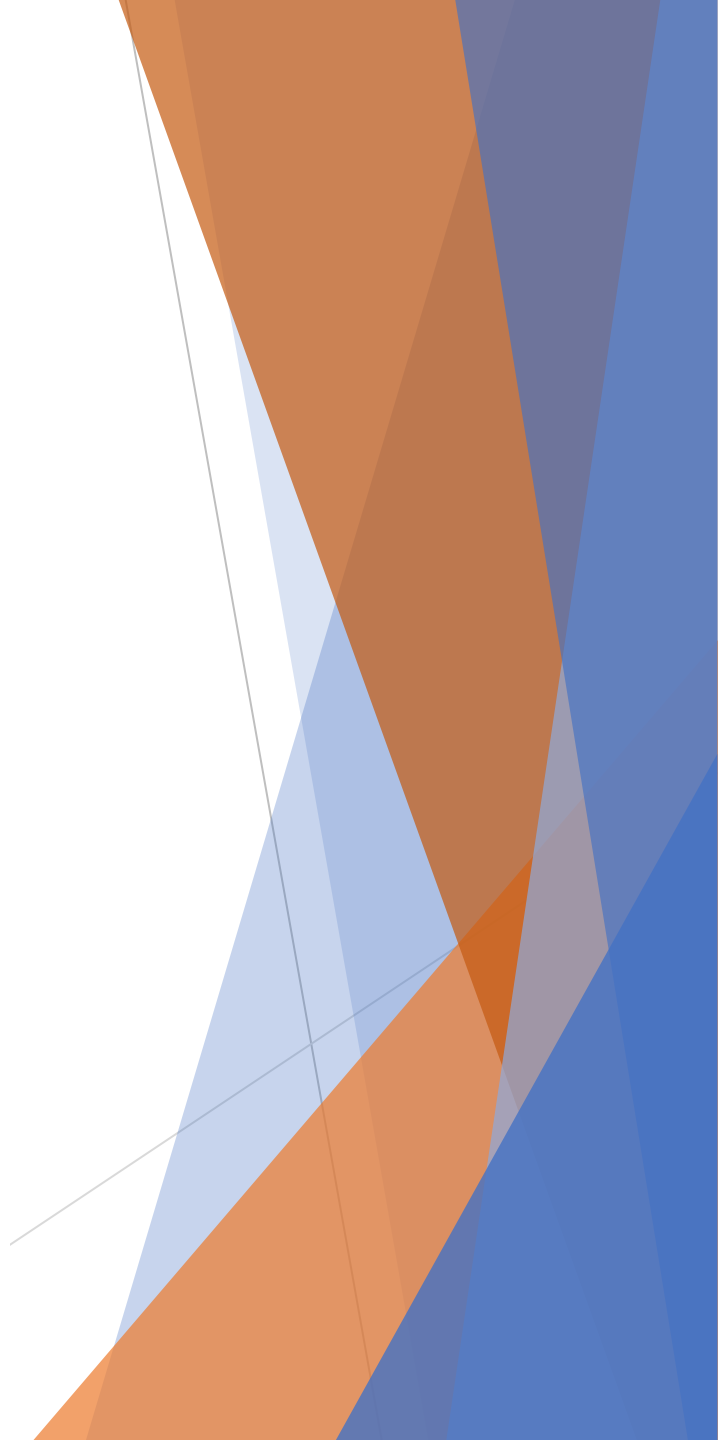


















Tyson's Law



in the mouth





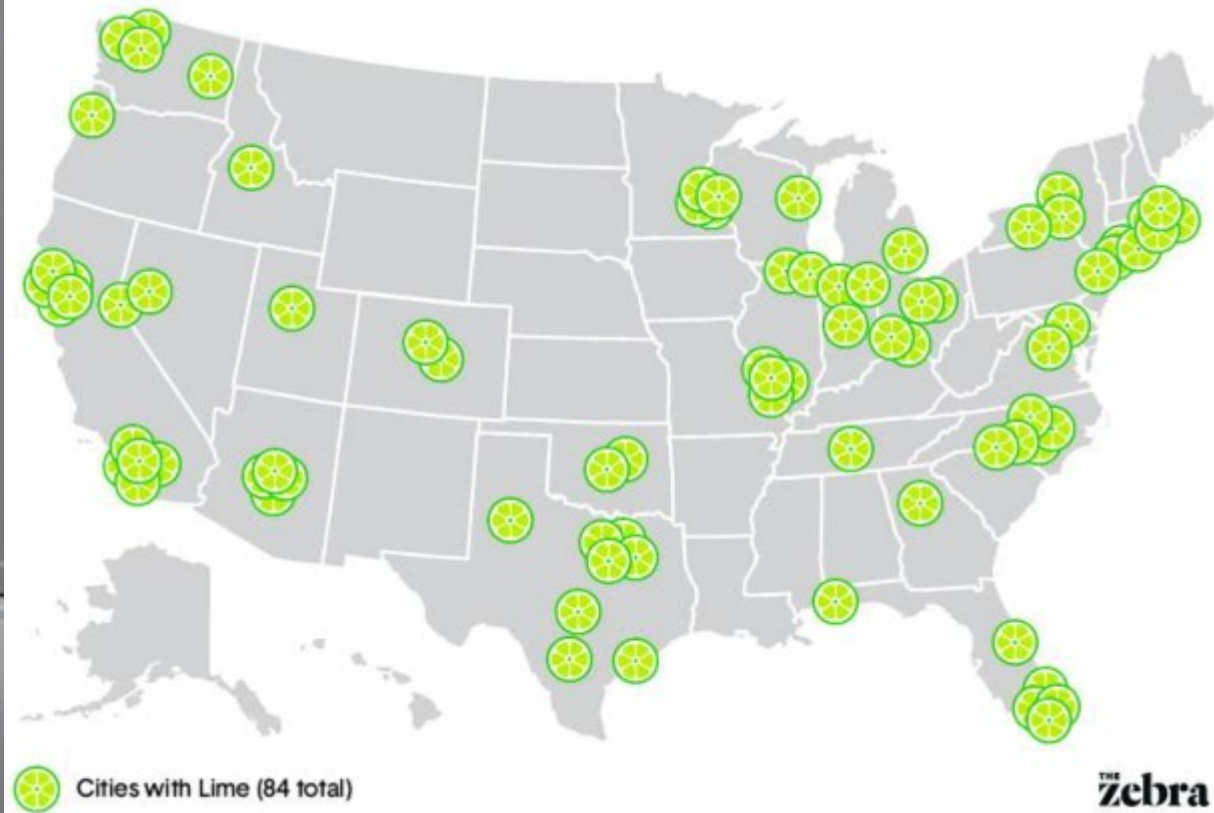






What is Lime-S?

Lime-S or Lime scooters are lightweight electric scooters that are easy to maneuver and ideal for quick commutes. Lime is raising the bar on shared electric transportation, and on top of that, they're also really fun to ride.



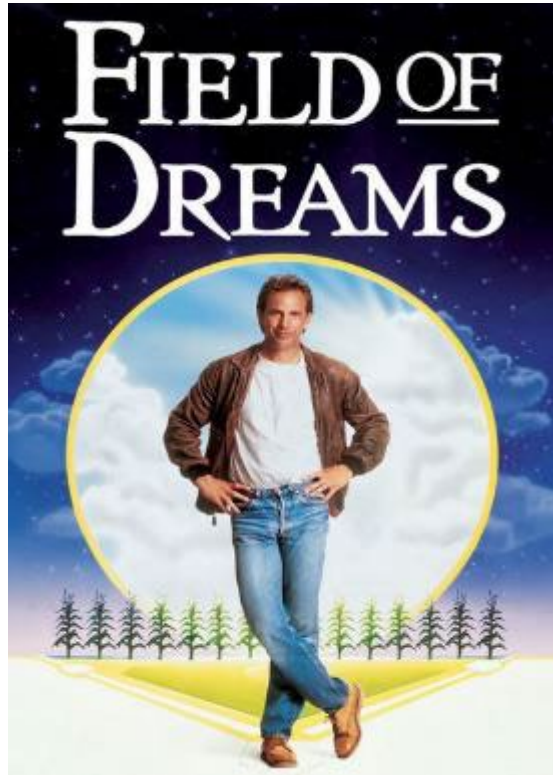
THE
zebra





ate

faith-based entrepreneurship





Products

Finds products for your customers

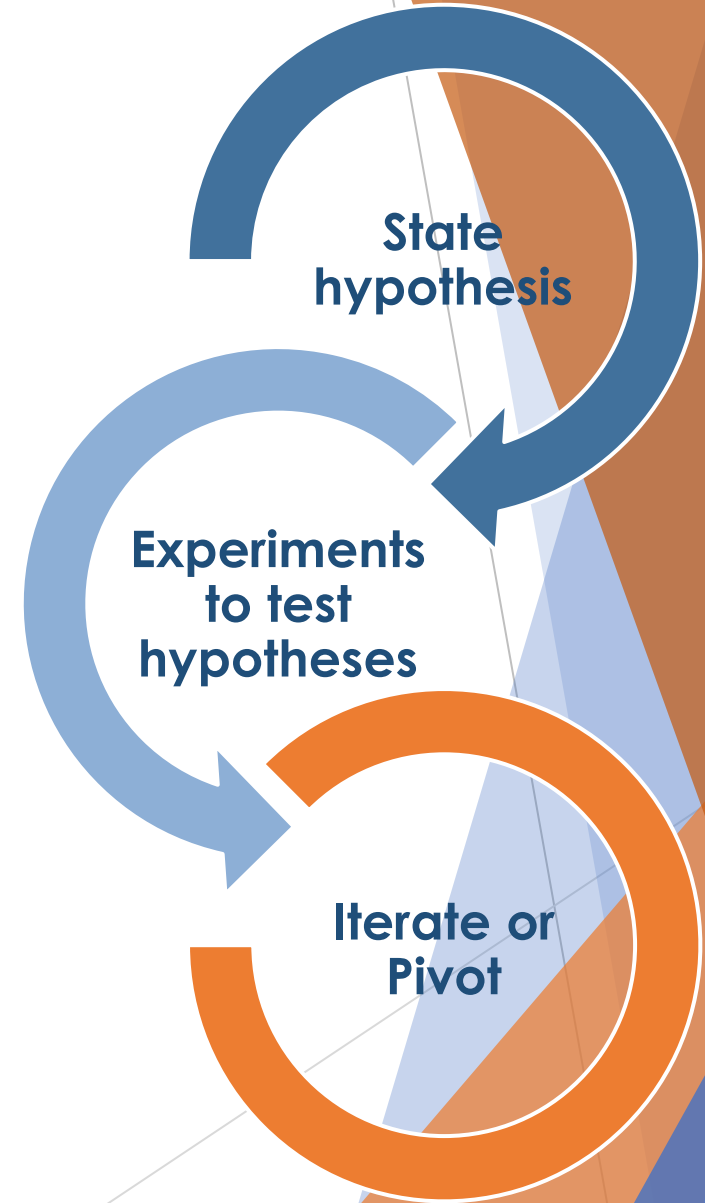


Before being understood



Customer Discovery

Customer Discovery and the Scientific Method



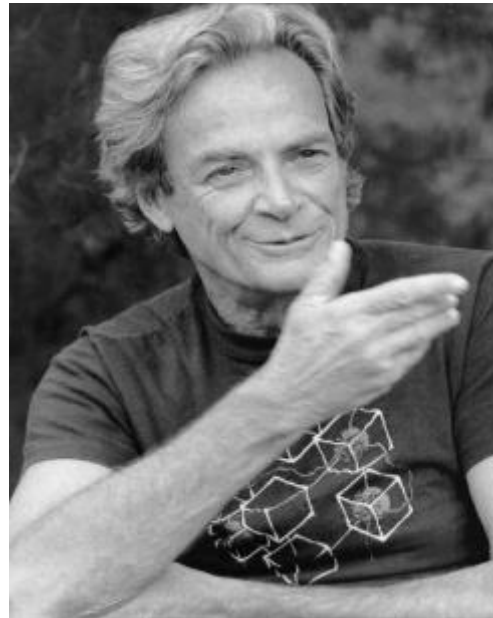
Confirmation Bias

“

The first principle is that you must **not fool yourself**, and **you** are the **easiest person** to fool.

Richard Feynman

”



Business Model

Customers

er

Customers' Problems



People





National Science Foundation Innovation Corps



NSF I-Corps

Launched in 2011

Bridging the gap

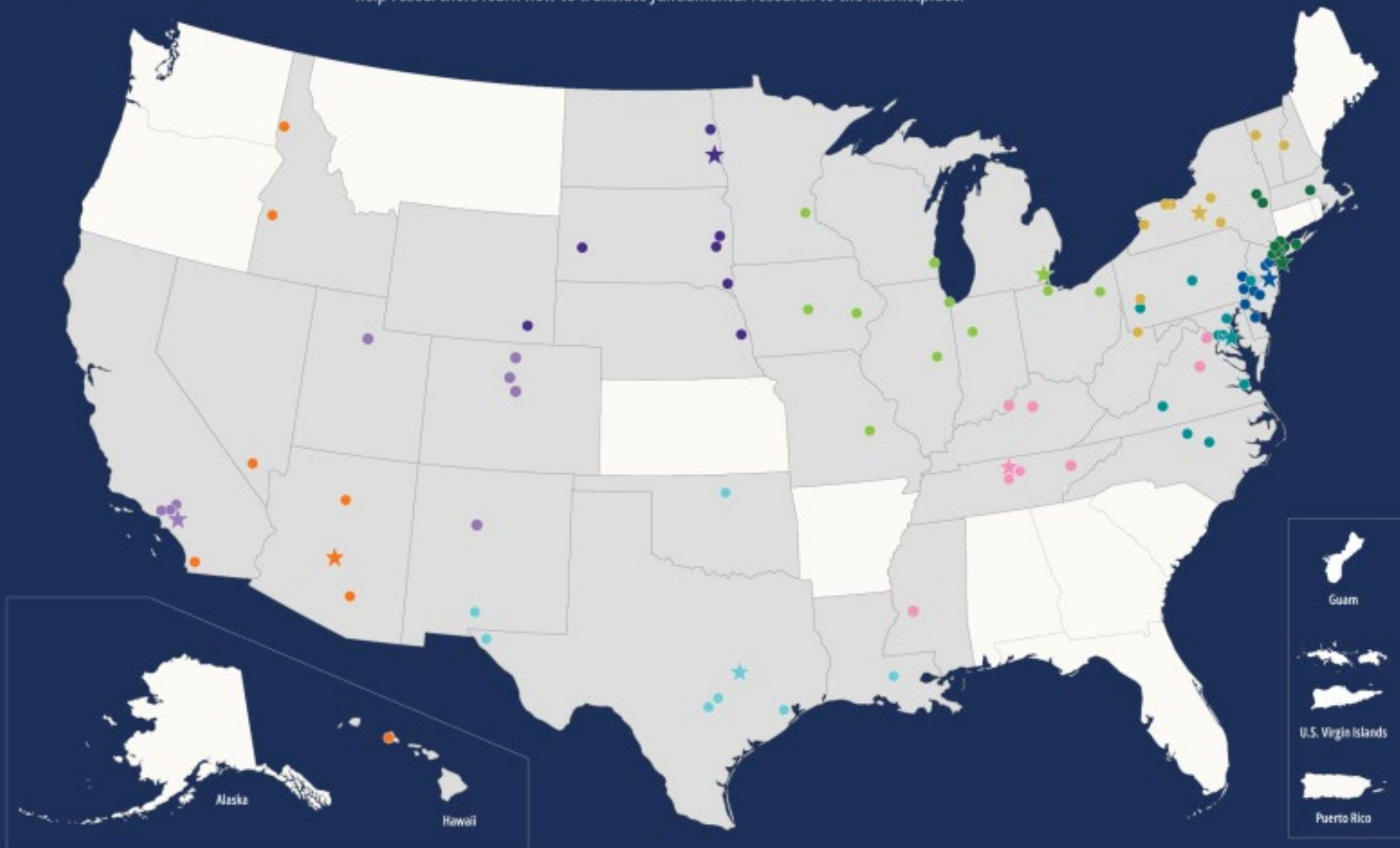
Experiential entrepreneurship training for academic innovators





NATIONAL INNOVATION NETWORK – I-CORPS™

The National Innovation Network is a network of universities, NSF-funded researchers, established entrepreneurs, local and regional entrepreneurial communities, and other federal agencies that help researchers learn how to translate fundamental research to the marketplace.



NSF I-Corps: **Impacts**

>3000

teams

>1,000

startups

>10,000

individuals

>\$750M

follow-on funding

NSF I-Corps: **Regional Course**

3-4 weeks

Six 2-hour virtual sessions
with office hours

Conduct **20 customer discovery interviews**

\$3000 funding upon completion for customer
discovery or prototyping

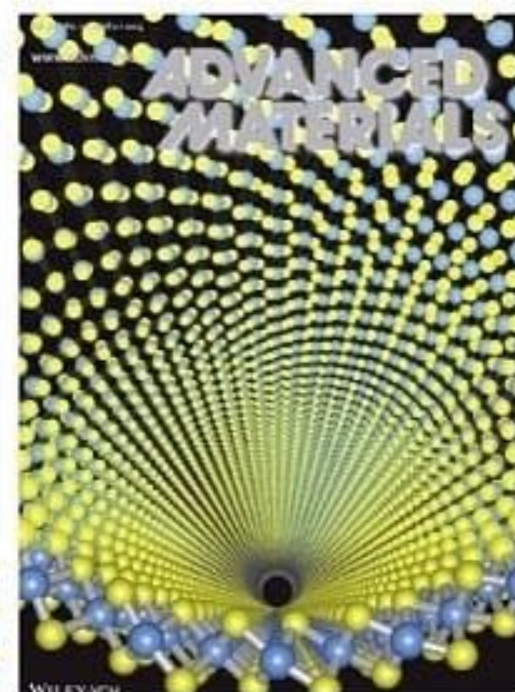
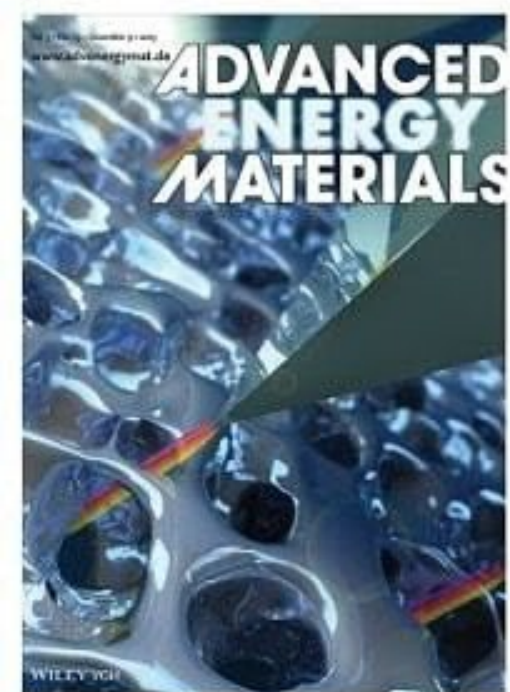
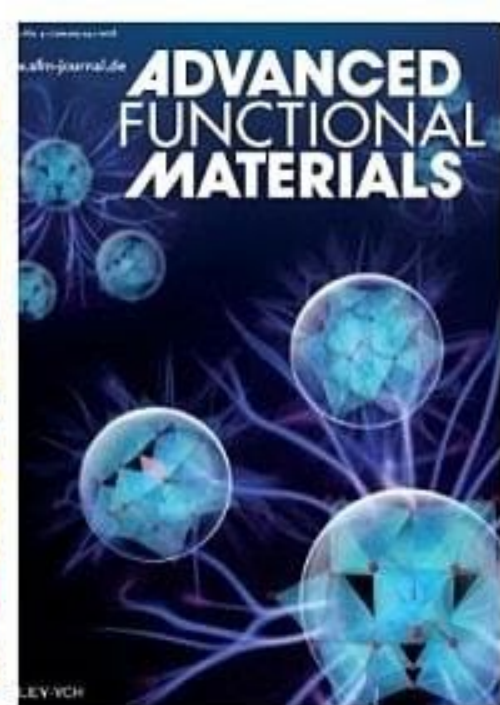
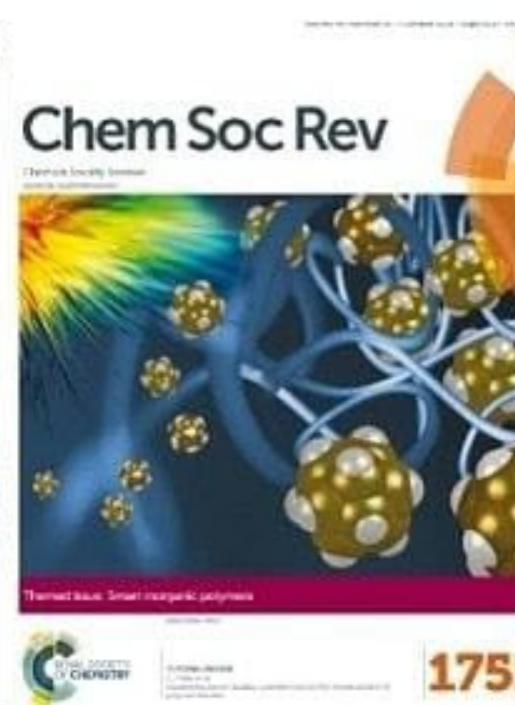
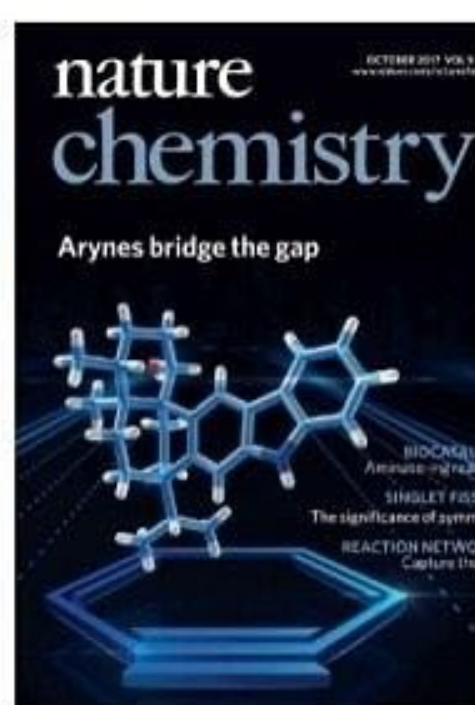
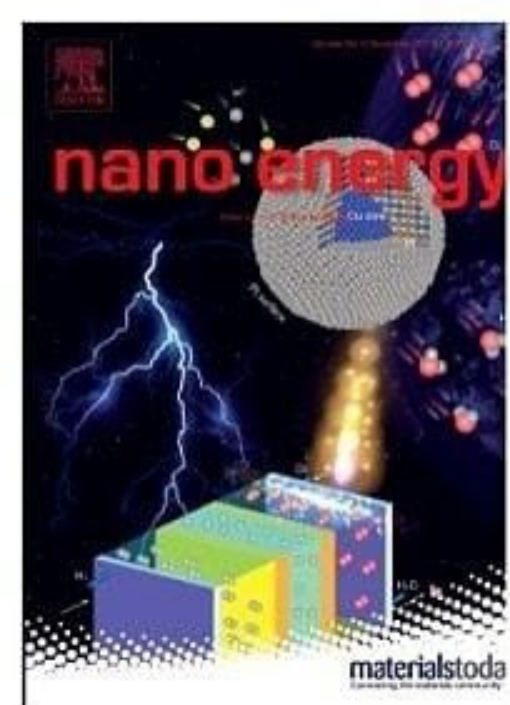
NSF I-Corps Teams: **National Program**

Intensive **2-month national cohort** for top teams from across the US

\$50,000 grant to do **100+ customer discovery interviews** anywhere you need to go

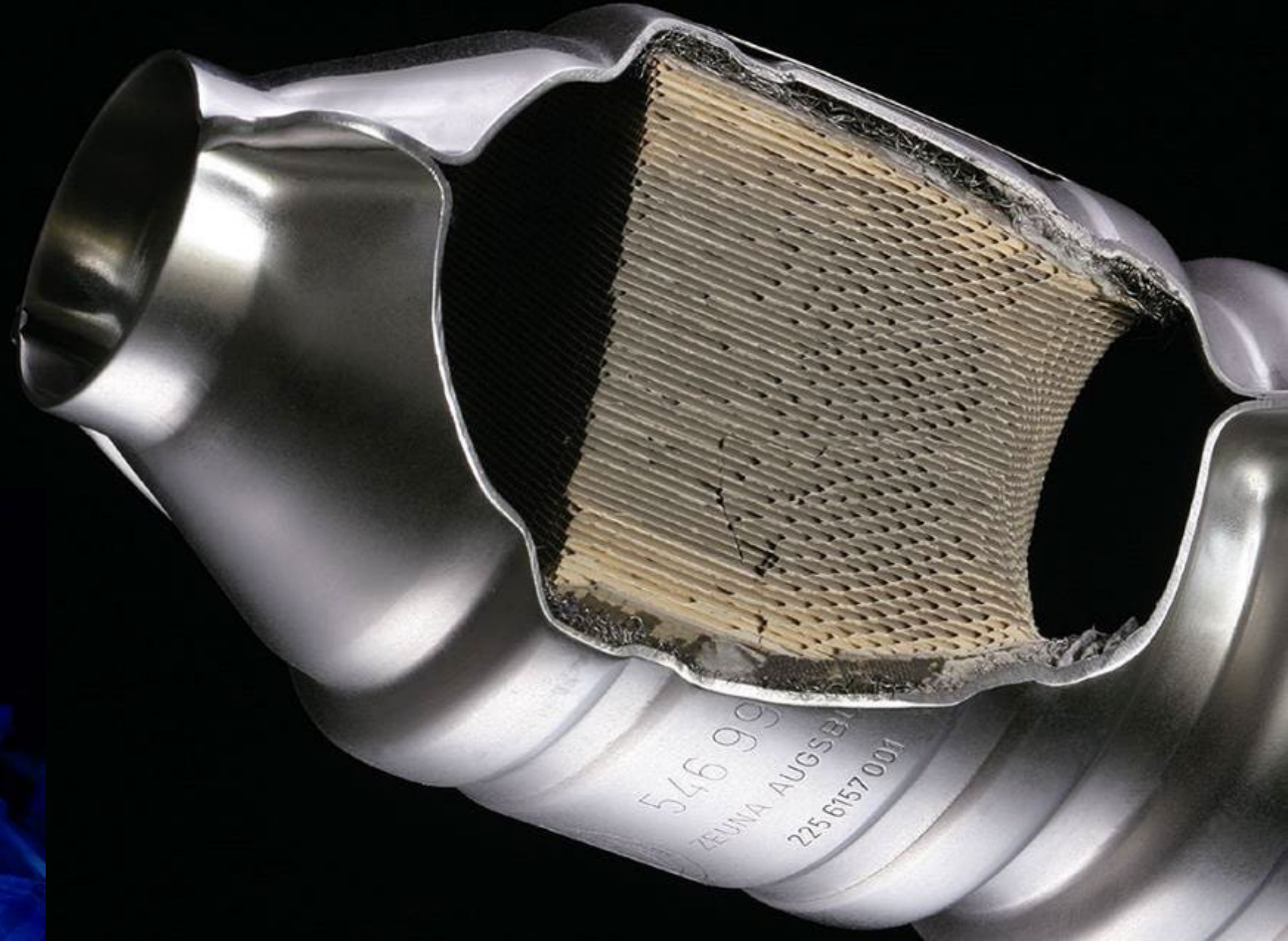
Personalized instruction and team mentoring from successful entrepreneurs







The less you know, the narrower the impact



The less you know, the narrower the impact



The less you know, the narrower the impact



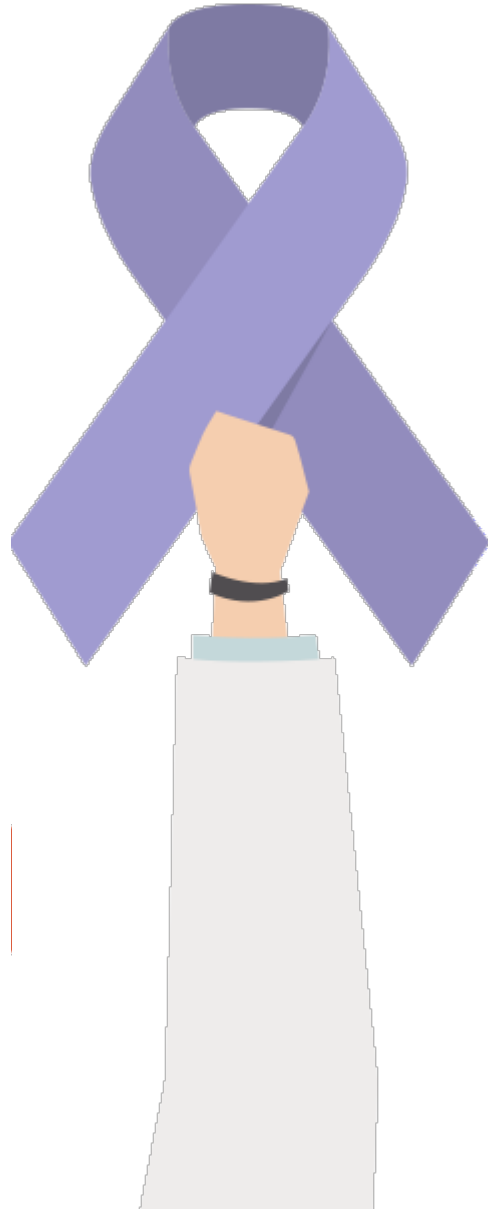
The less you know, the narrower the impact



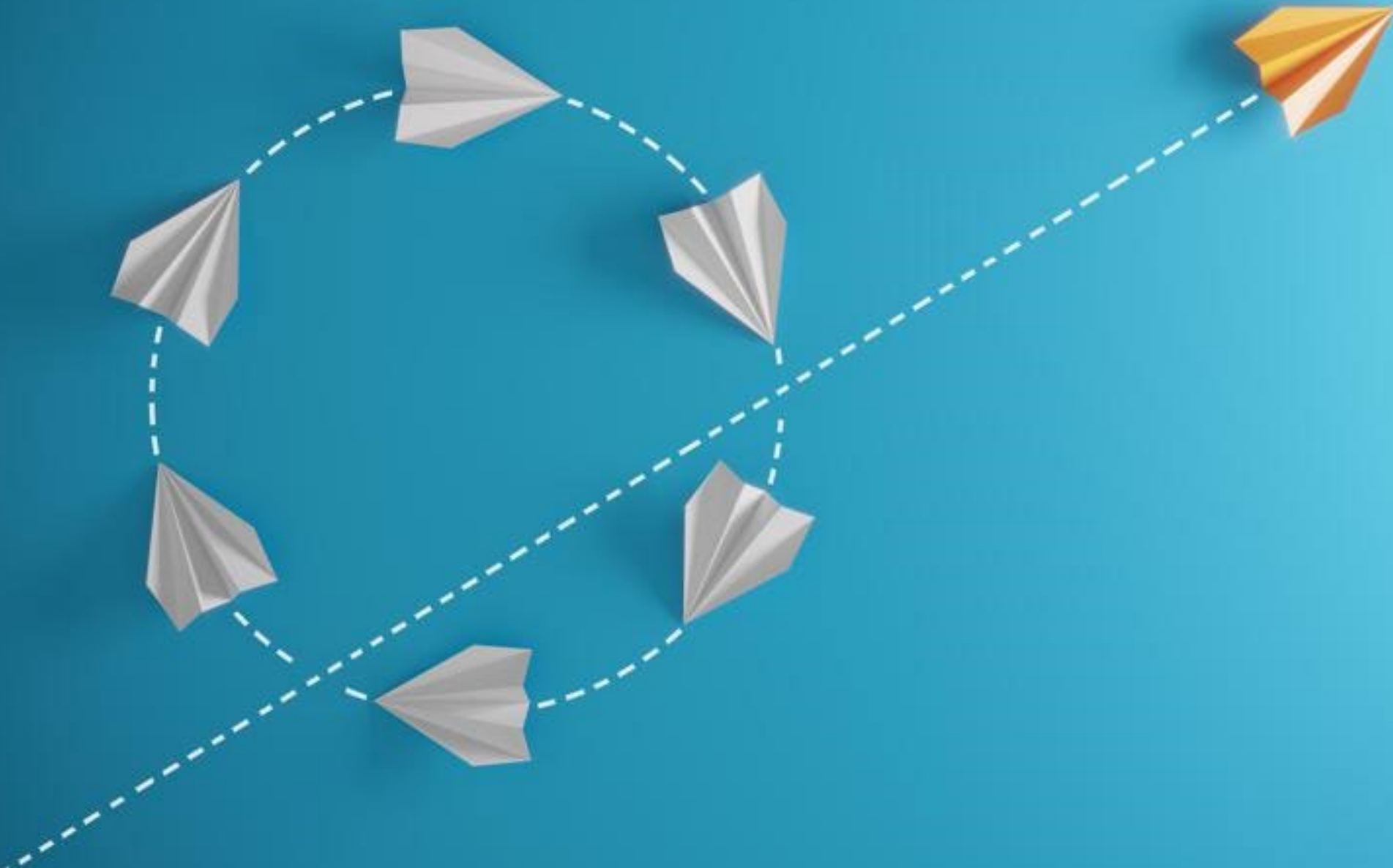
The less you know, the narrower the impact



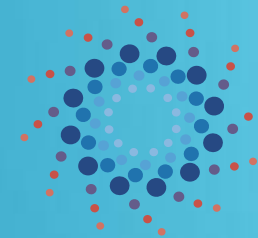
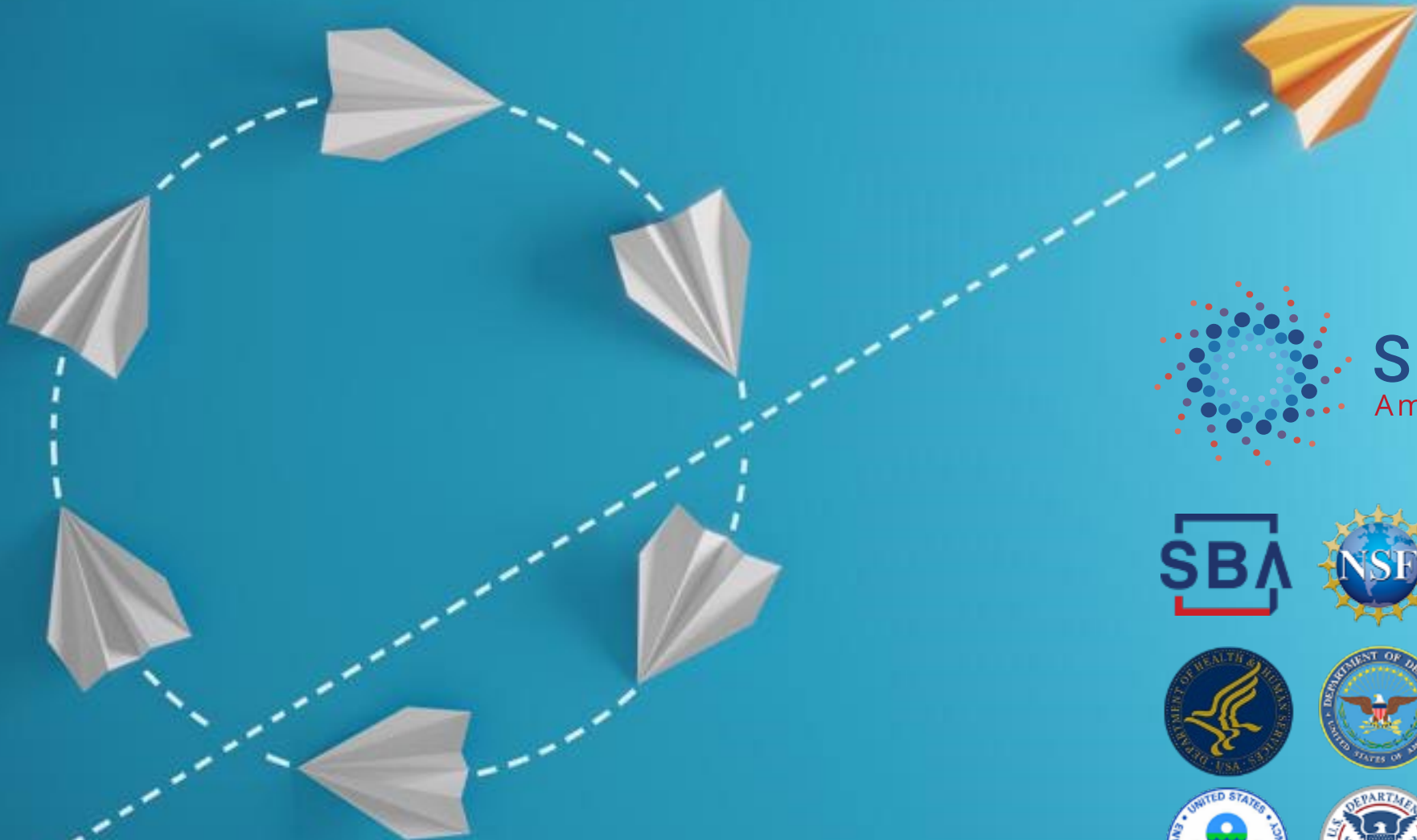
The less you know, the narrower the impact



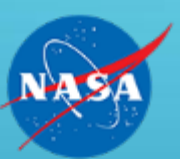
The **more** you know, the **broader** the impact



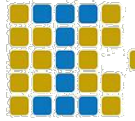
First SBIR: 10-20% to 40-50% chance increase



SBIR·STTR
America's Seed Fund™
POWERED BY SBA



NSF I-Corps: S4 Regional Course



CORPS
NSF Innovation Corps



SUNY STARTUP
SUMMER SCHOOL



NSF I-Corps Hub
Interior Northeast

Course opens for pre-course work: Monday, July 3, 2023

Session 1: Monday, July 10 1:00 PM - 3:00 PM

Session 2a: Wednesday, July 12 TBD (*1:1 meetings*)

Session 2b: Friday, July 14 1:00 PM - 3:00 PM

Session 3: Monday, July 17 1:00 PM - 3:00 PM

Session 4: Wednesday, July 19 TBD (*1:1 meetings*)

Session 5a: Wednesday, July 26 1:00 PM - 2:00 PM

Session 5b: Monday, July 31 1:00 PM - 3:00 PM

Session 6: Friday, August 2 1:00 PM - 3:00 PM

<https://www.tfaforms.com/5059210>



Application Closes

TODAY

Wednesday, June 14

Thank you!

- ▶ Please answer the Zoom poll question.
- ▶ Recording will be sent tomorrow.
- ▶ Don't forget to connect with us on LinkedIn.
- ▶ See you next week

Week 3: June 21

Evaluation of the Opportunity Patentability and Marketability Basics