



**SUNY STARTUP**  
SUMMER SCHOOL

# Discover Customer Discovery



UNY I-Corps Node



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# What technology are you working on?

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# Where were you born?



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# Kathryn Cherny



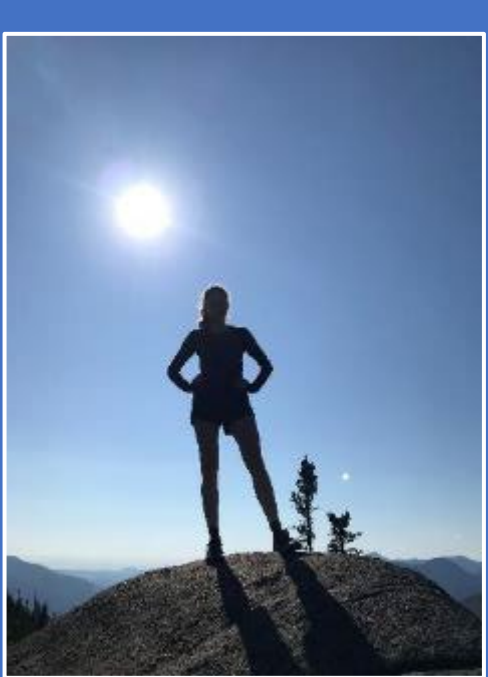
Northwestern  
University

**BINGHAMTON**  
UNIVERSITY  
STATE UNIVERSITY OF NEW YORK



**Koffman**  
SOUTHERN TIER  
INCUBATOR





# Olga Petrova

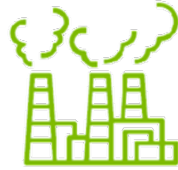


# Broader Impacts of Academic Innovations

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



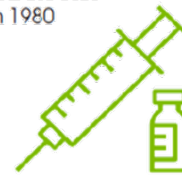
**67%**

of university  
licenses are to  
start-ups and  
small companies

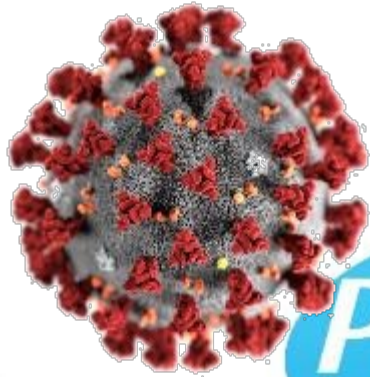


**200+**

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



# Broader Impacts of Academic Innovations



Pfizer

BIONTECH

moderna®



Penn  
UNIVERSITY of PENNSYLVANIA



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# 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



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# Broader Impacts of Academic Innovations



UCLA



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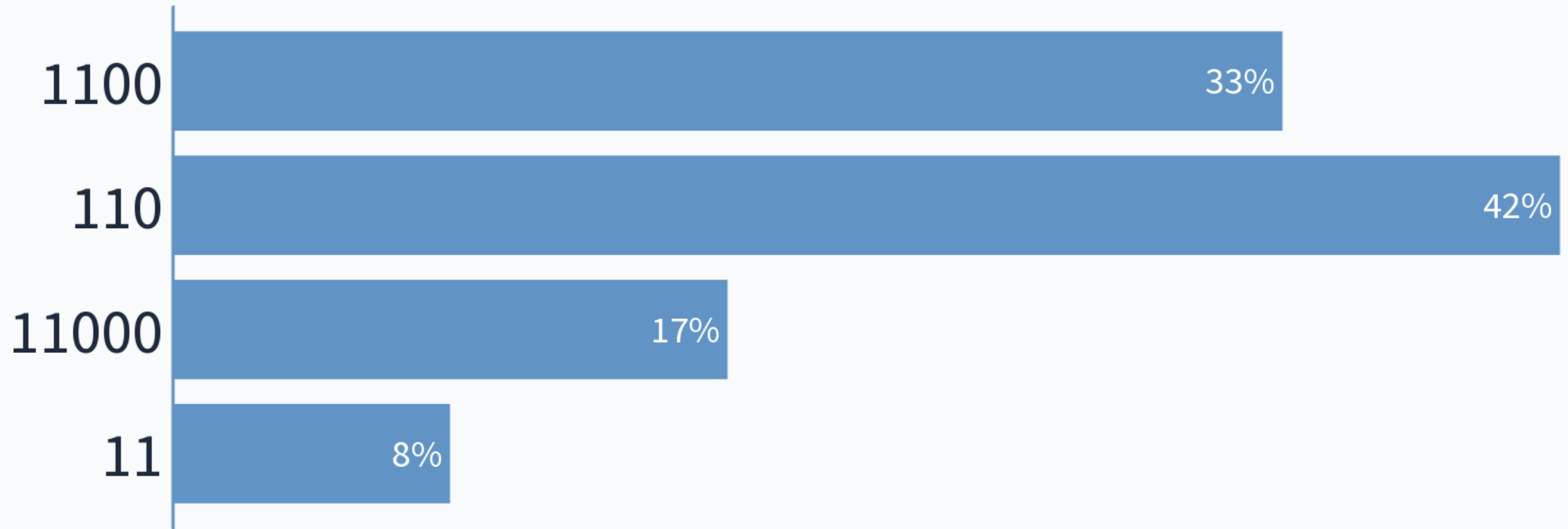
UNIVERSITY OF MINNESOTA



When poll is active, respond at [pollev.com/olgaepetrova959](https://pollev.com/olgaepetrova959)

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

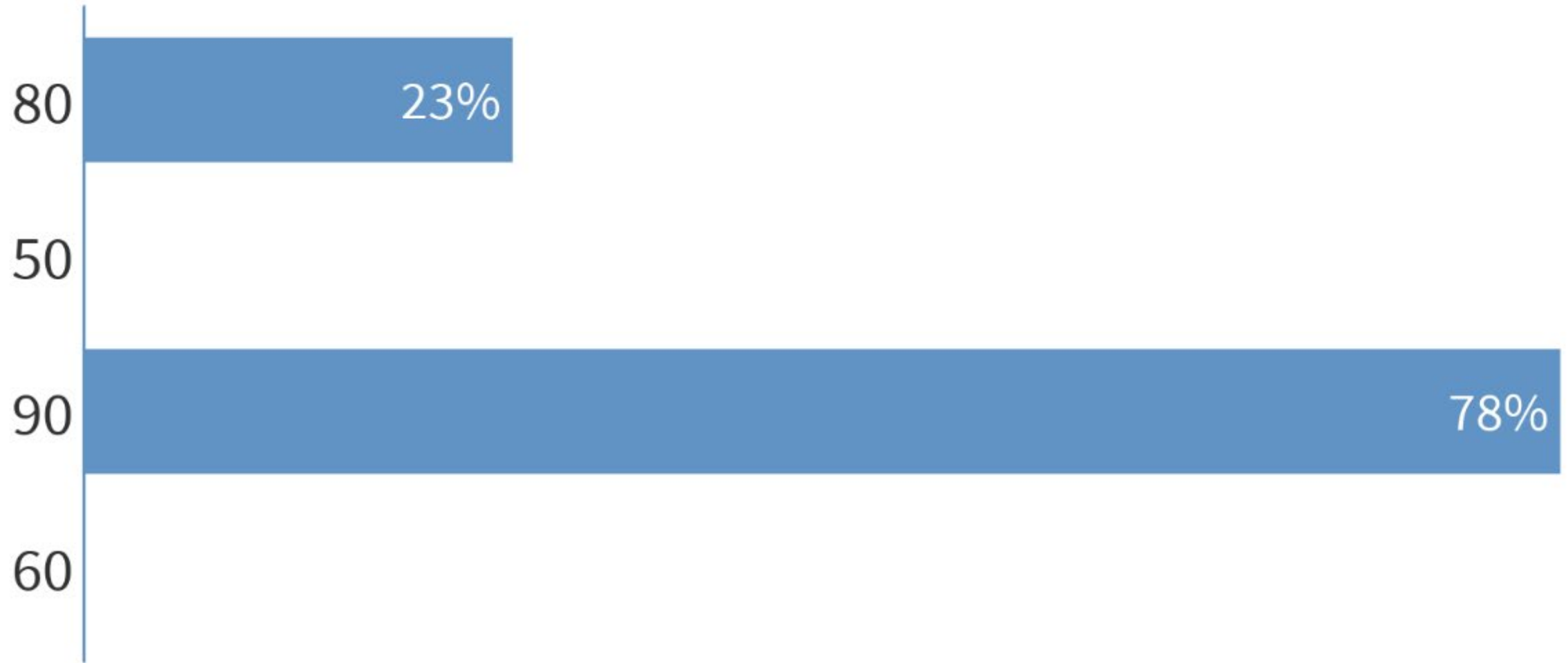
## How many startups are formed every hour?



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# What percent of startups fail?



97% of all Documented Ideas Fail

75% of all VC Backed Ideas Fail



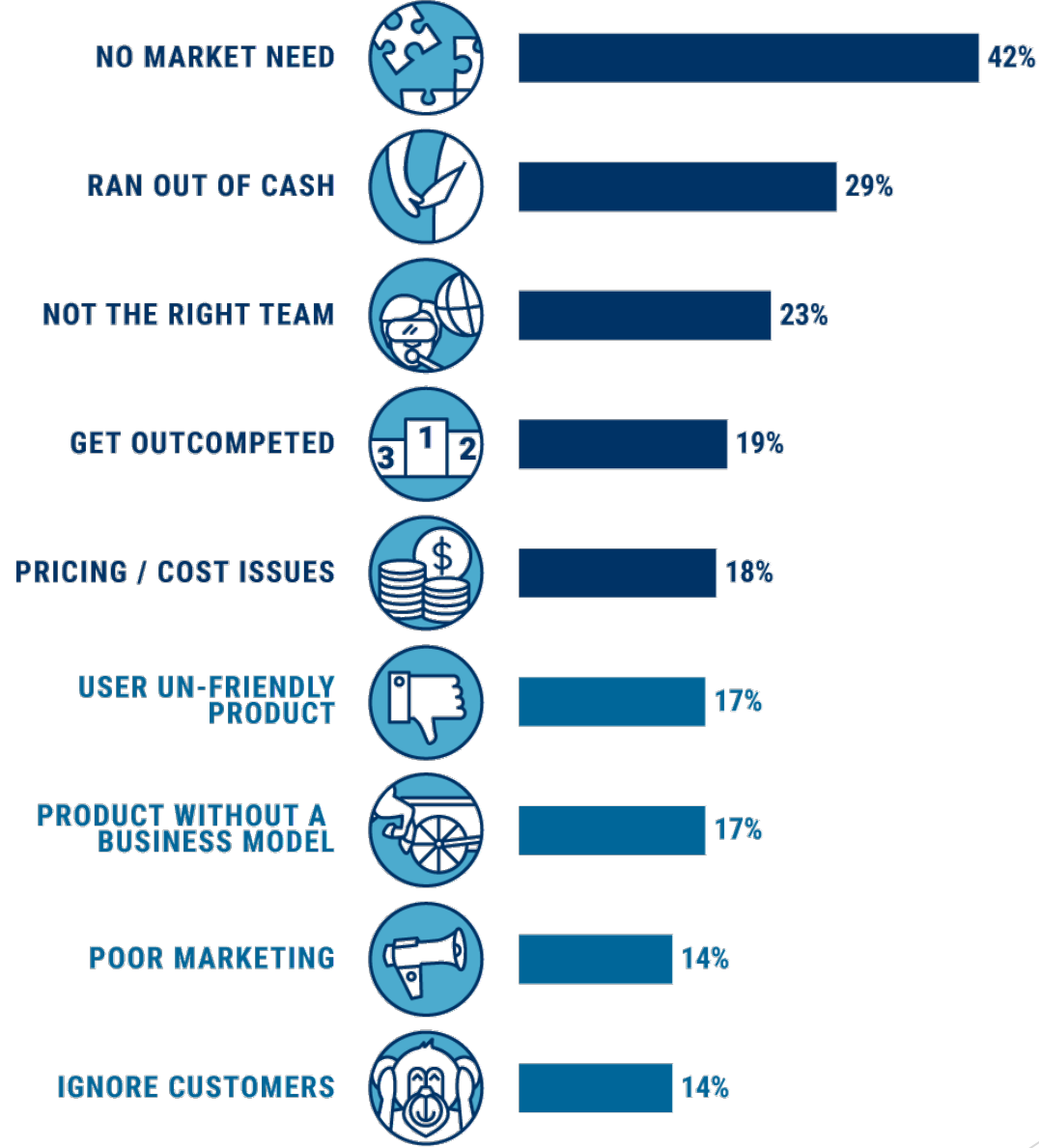
# Why do most startups fail?



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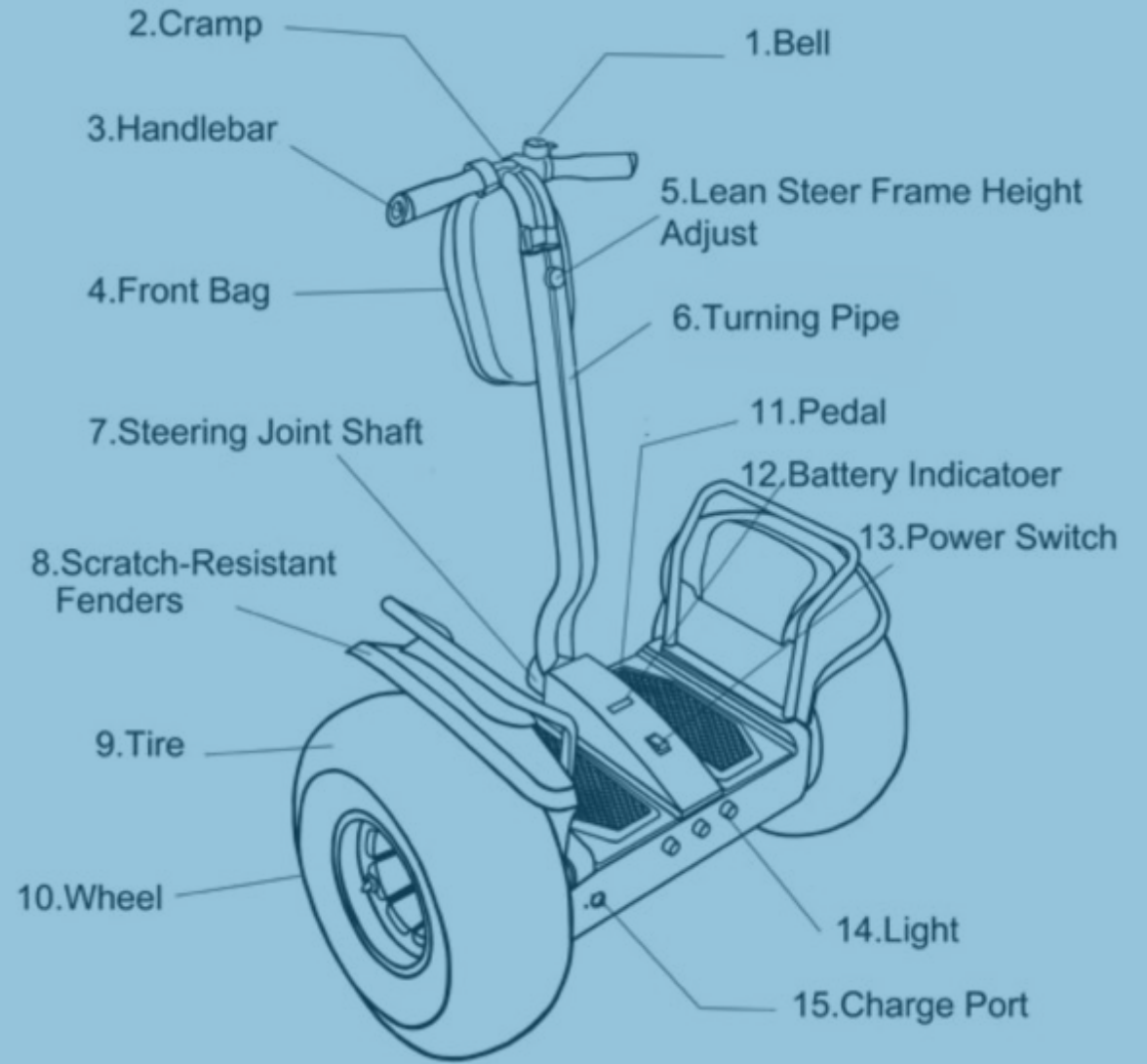
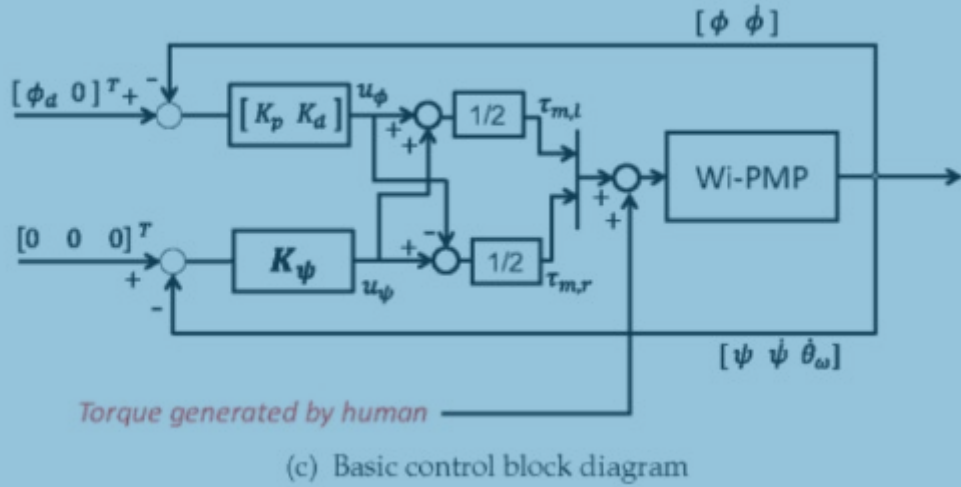
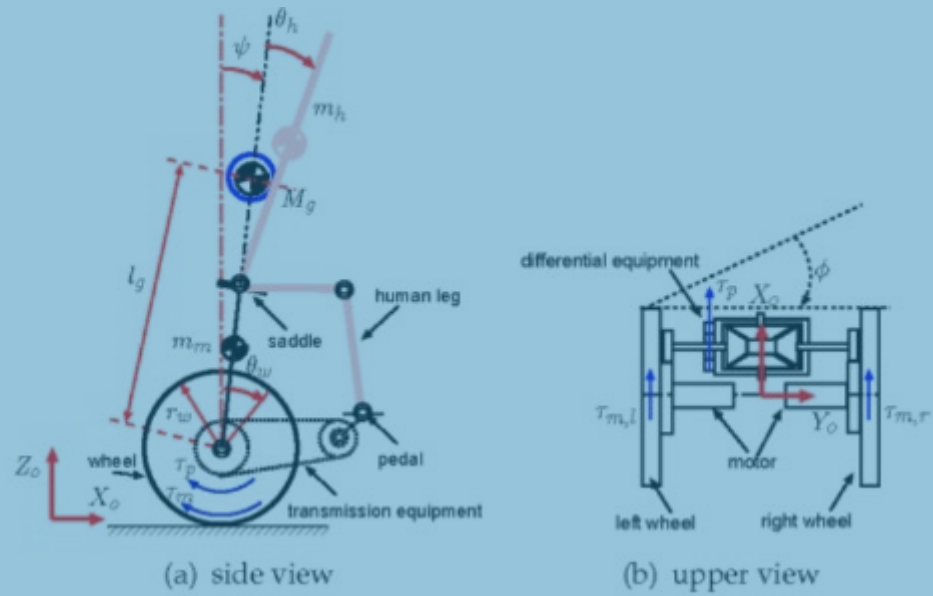
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**BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMS**  
**Top 20 Reasons Startups Fail**











Current financial situation



Fin

Trading Graph

It is a common mistake to believe that the market is random and that the only way to succeed is to trade with the market. In reality, the market is not random and there are ways to predict its movements.



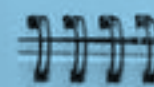
Power 104  
Monday, Jan 14, 2018  
#CityBusiness

y of the n Union

See your franchise to get you the most out of your investment. The franchise is a business that has been proven to be successful and profitable. It is a business that has been established and has a track record of success. It is a business that has been tested and has a proven business plan. It is a business that has been tested and has a proven business plan.

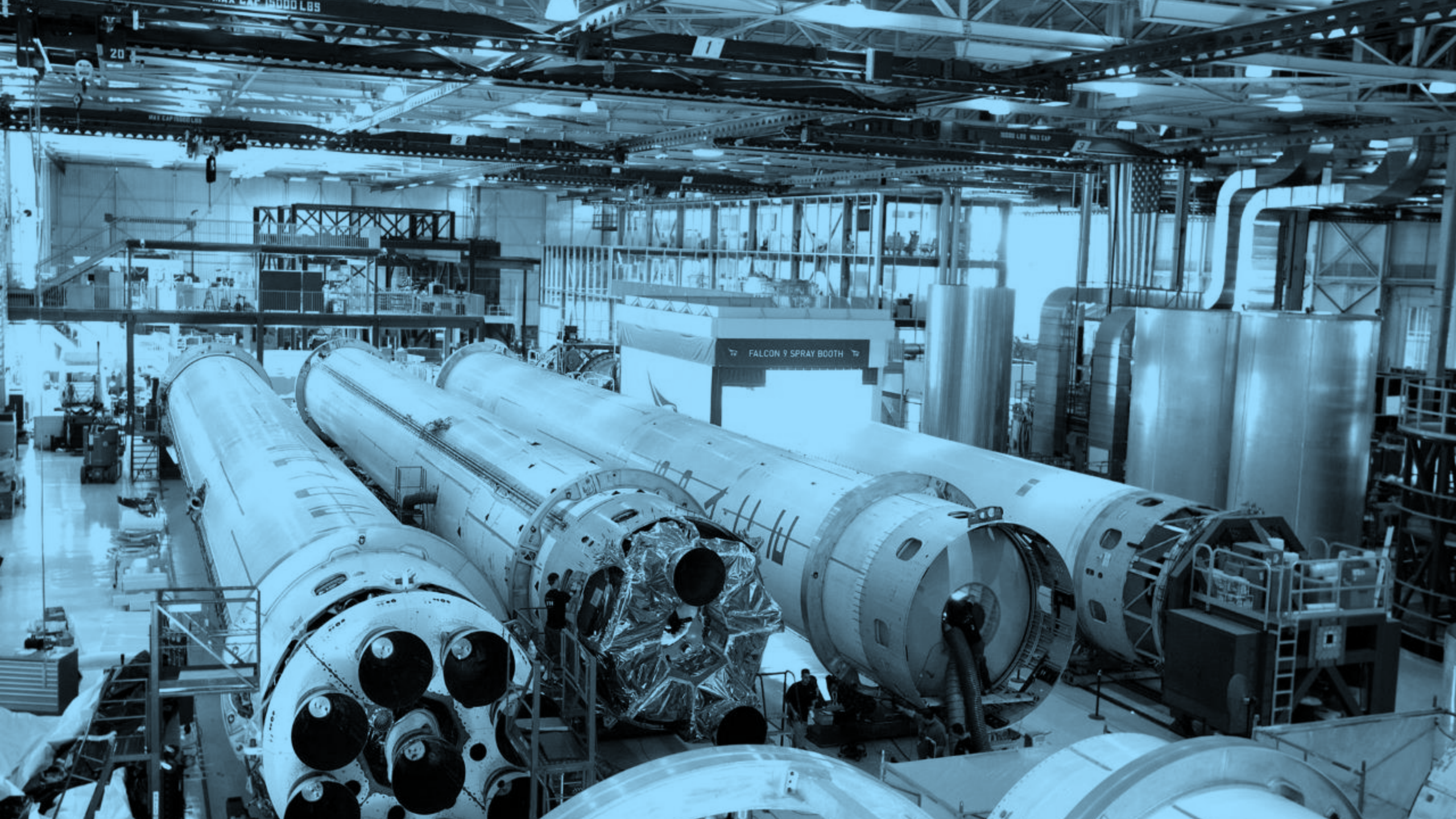
M T W T F S S

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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					











SPEED  
LIMIT  
25

YOUR SPEED

10

MOUNTAIN HOME  
POLICE



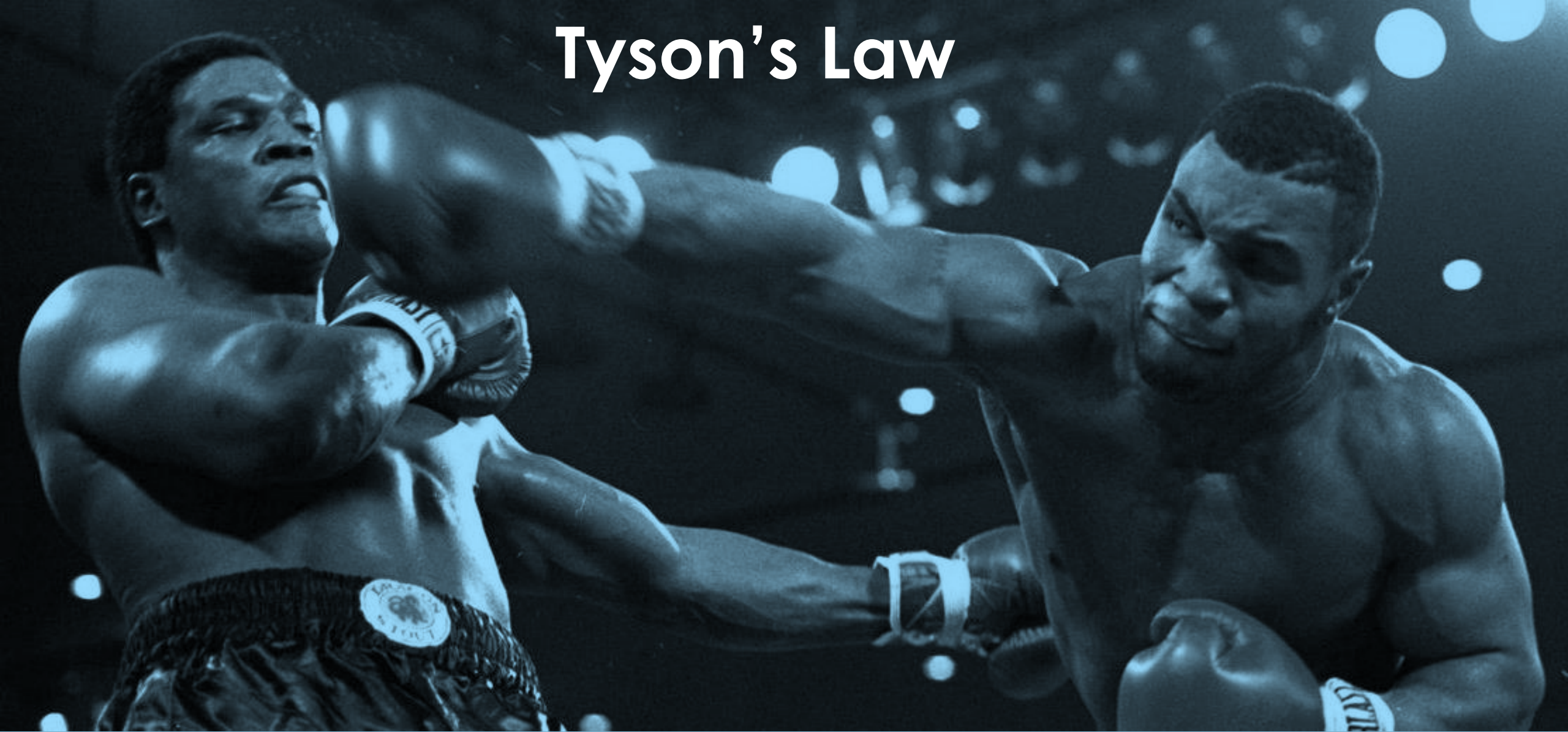








# Tyson's Law



**Everyone has a plan until they get punched in the mouth**

**No business plan survives  
first contact with a  
customer**














### 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

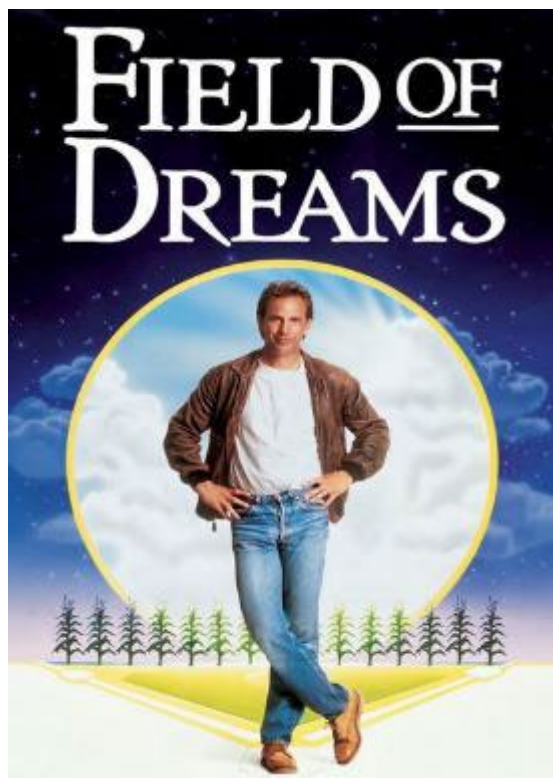


 Cities with Lime (84 total)



**Too many entrepreneurs  
operate on  
faith-based  
entrepreneurship**



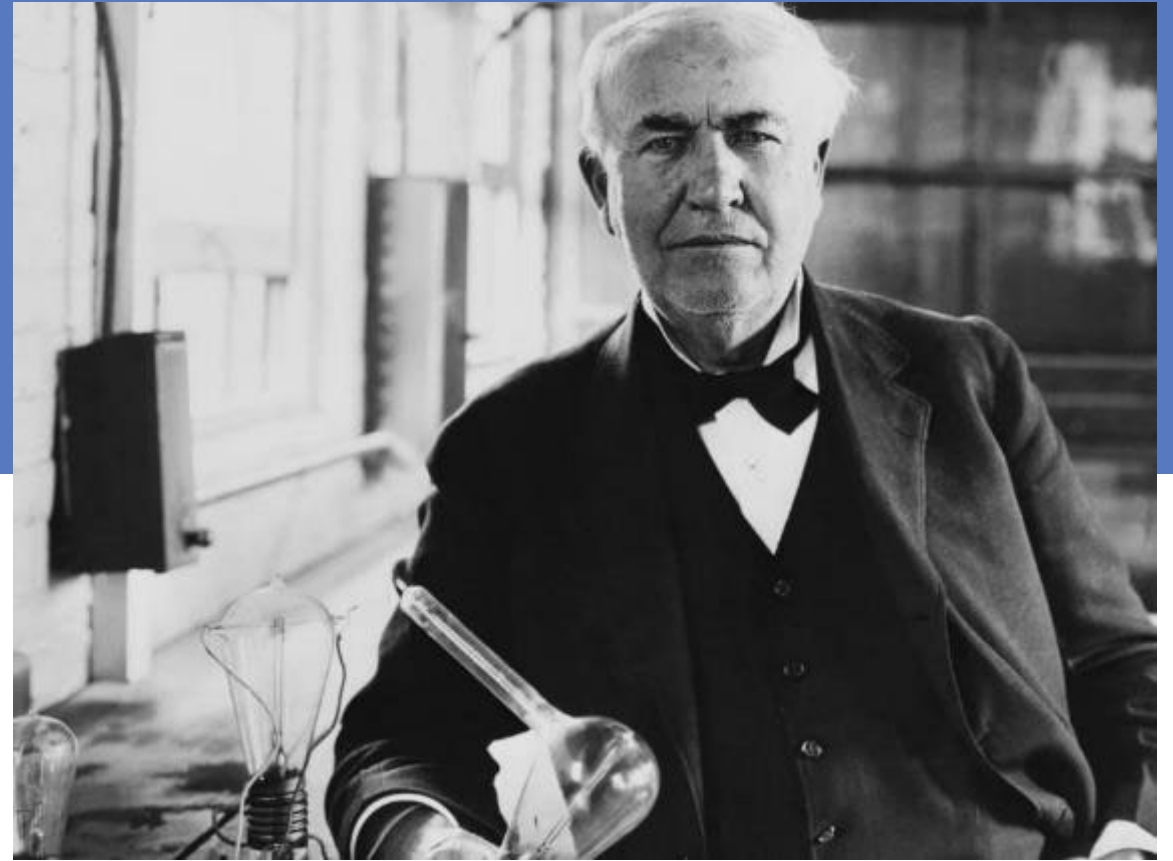


*Don't find customers for your products.*

*Finds products for your customers.*

*"I find out what the world needs.*

*Then I go ahead and try to  
invent it."*



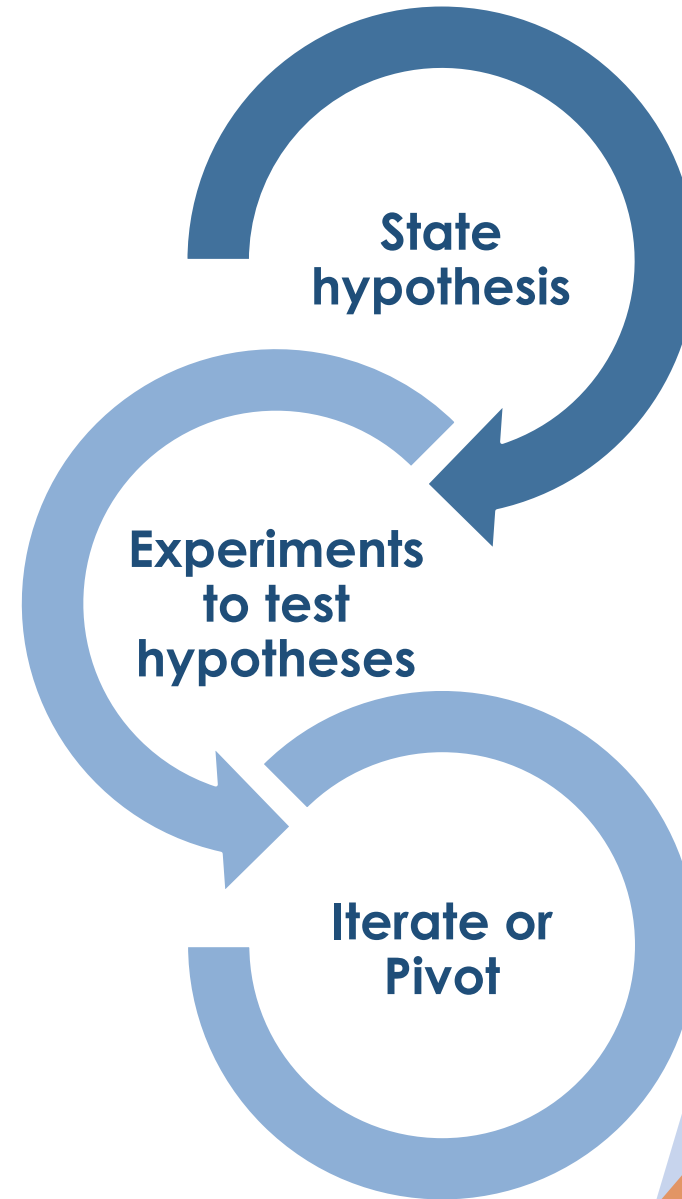
*Thomas Edison*

# Customer Discovery



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# Customer Discovery and the Scientific Method



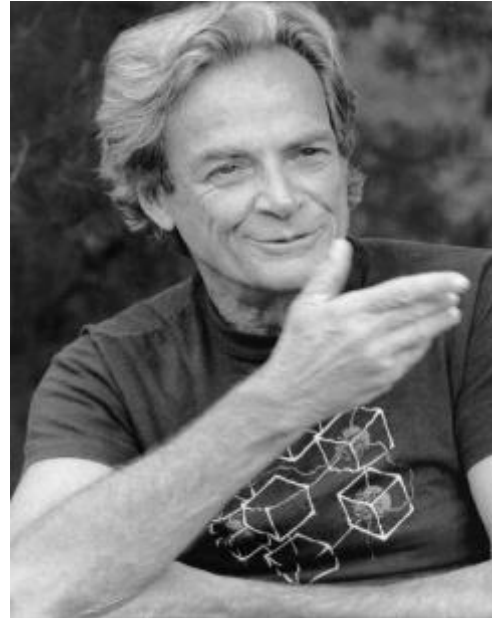
# Confirmation Bias

“

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

”

*Richard Feynman*





# Test assumptions about your Business Model

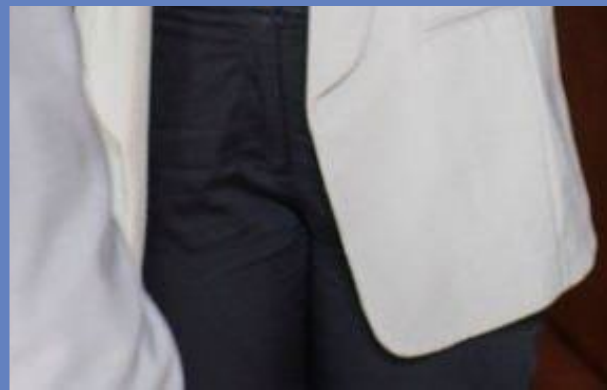


# Test assumptions about your Customers



# Test assumptions about your Customer's Problems





**Talk to  
People**

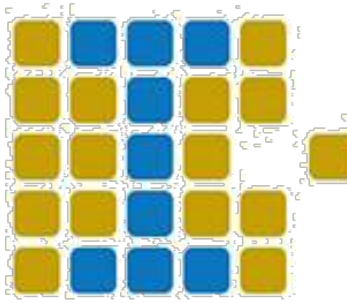


# Where to start???



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# National Science Foundation Innovation Corps



**CORPS**  
NSF Innovation Corps

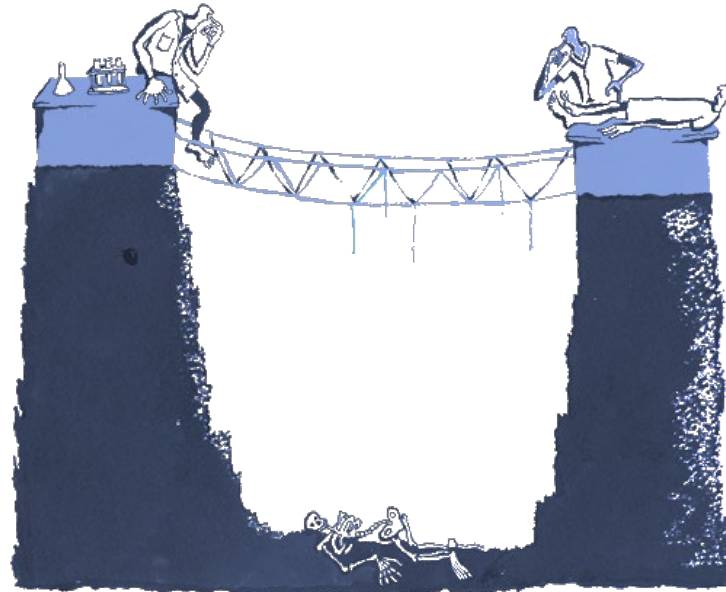


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# National Science Foundation Innovation Corps

Launched in 2011

Steve Blank and the Lean Launchpad



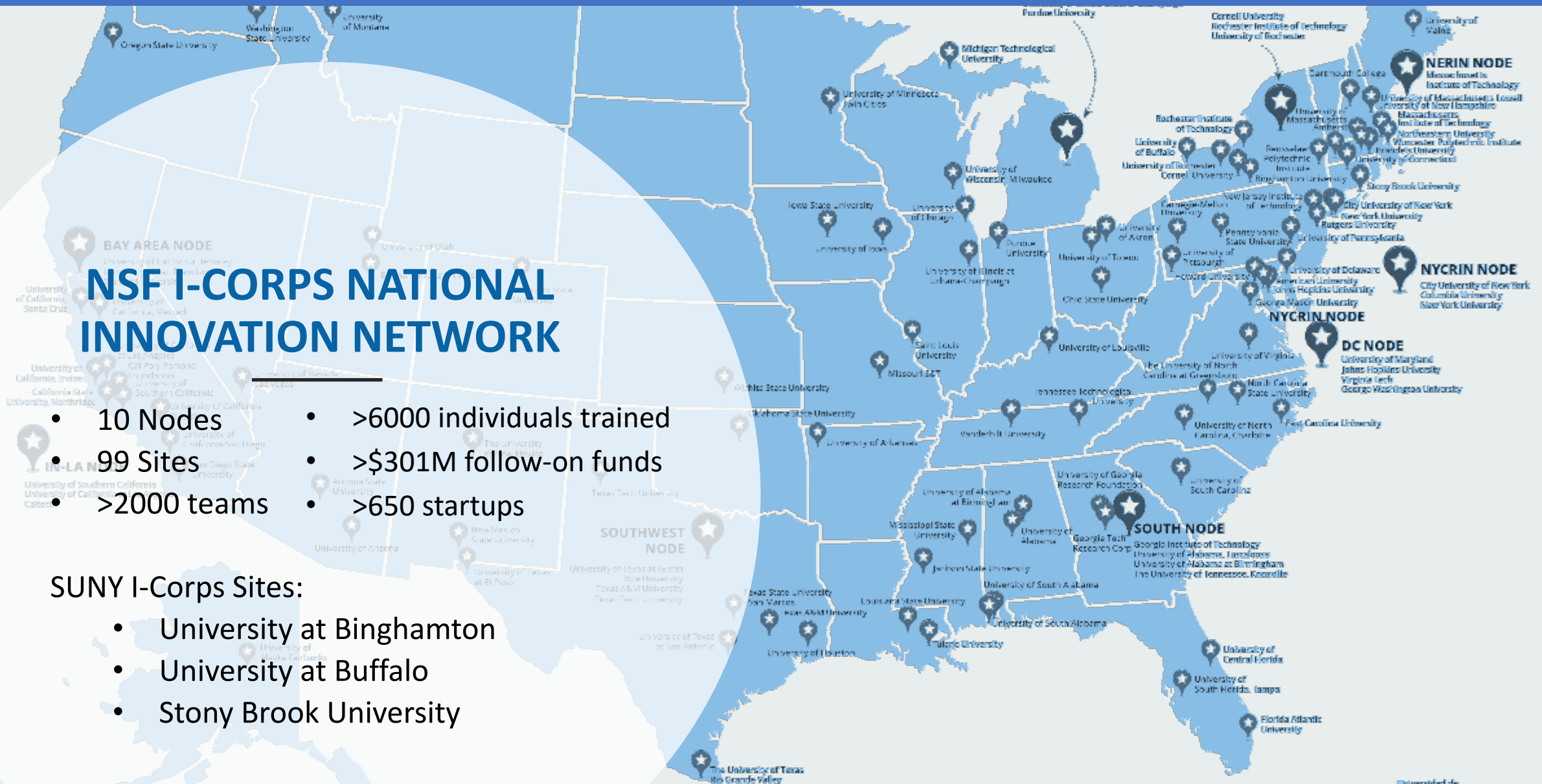
# National Science Foundation Innovation Corps

## NSF I-CORPS NATIONAL INNOVATION NETWORK

- 10 Nodes
- 99 Sites
- >2000 teams
- >6000 individuals trained
- >\$301M follow-on funds
- >650 startups

### SUNY I-Corps Sites:

- University at Binghamton
- University at Buffalo
- Stony Brook University





# 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 of prototyping



# NSF I-Corps Teams: National Program

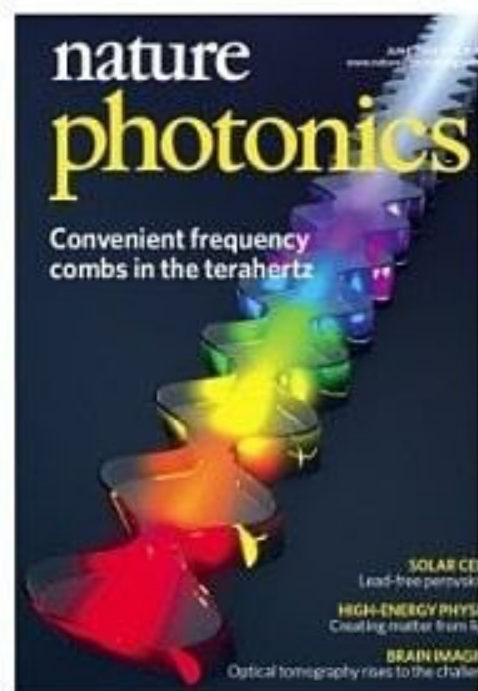
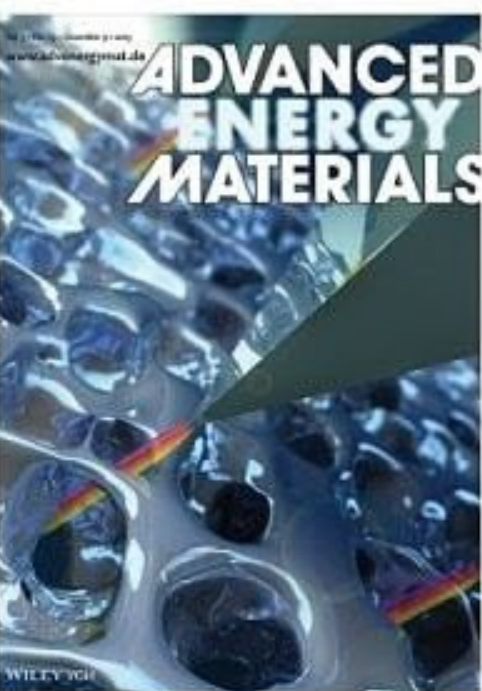
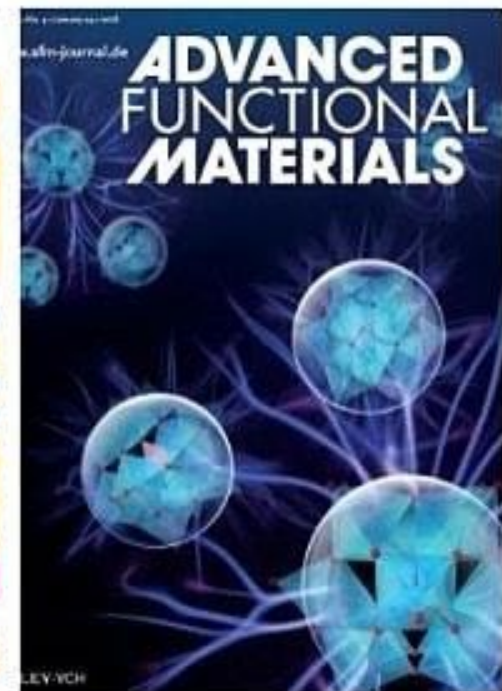
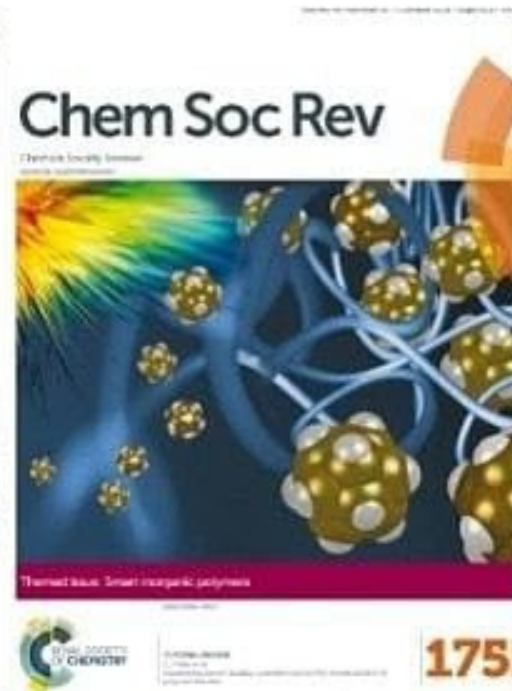
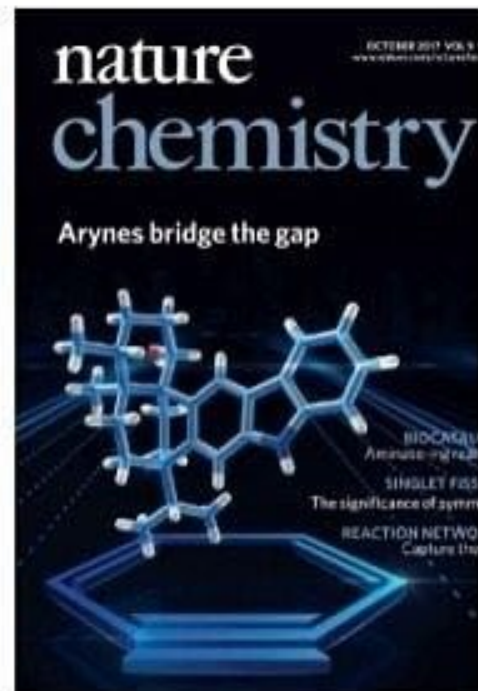
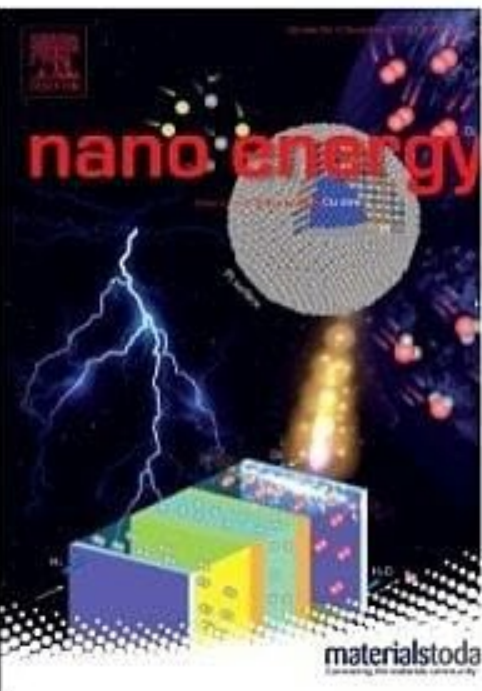


- Intensive 2-month national cohort for top teams from across the US

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

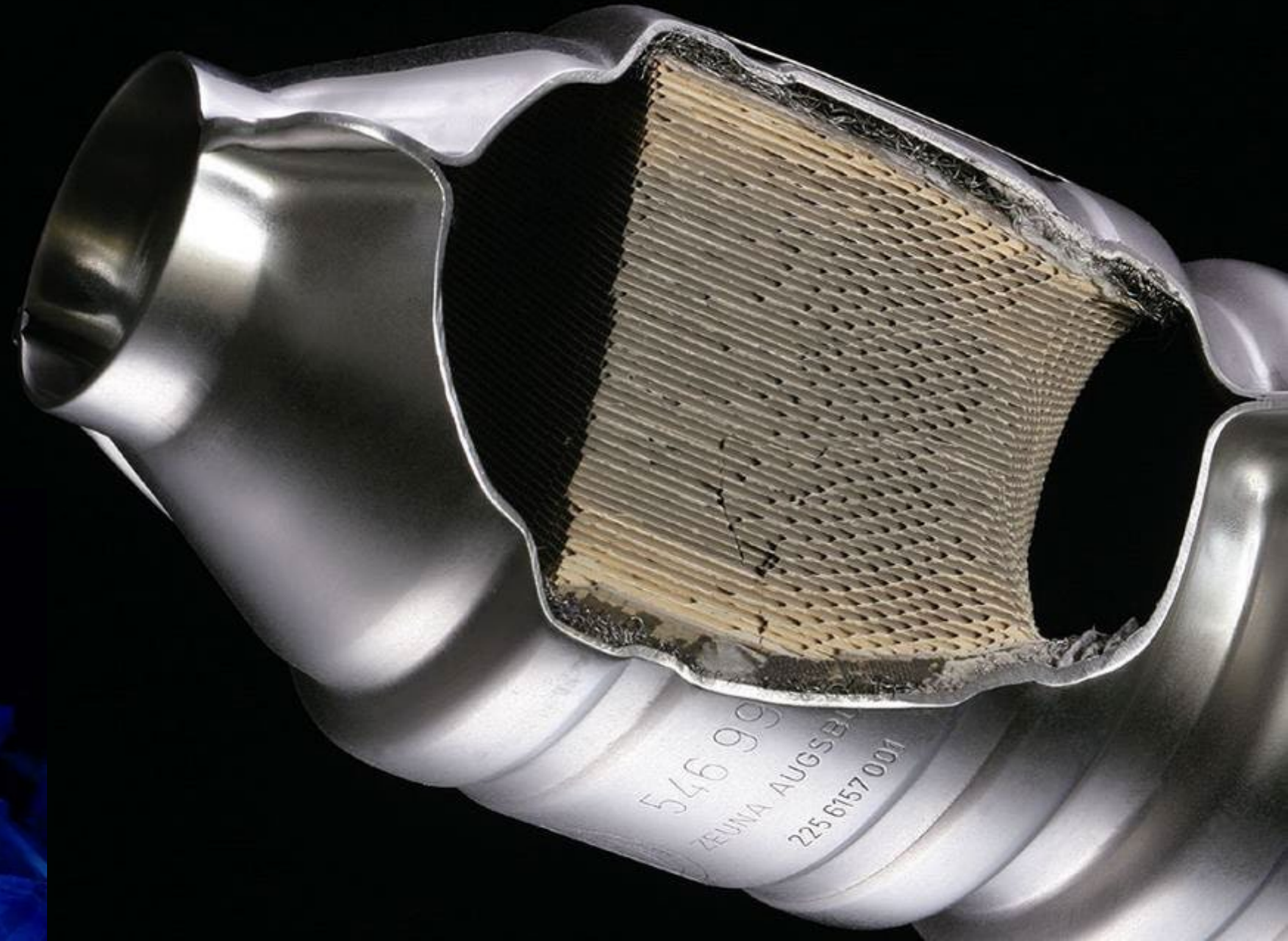
- Personalized instruction and team mentoring from successful entrepreneurs







The less you know, the narrower the impact



The less you know, the narrower the impact



# The less you know, the narrower the impact

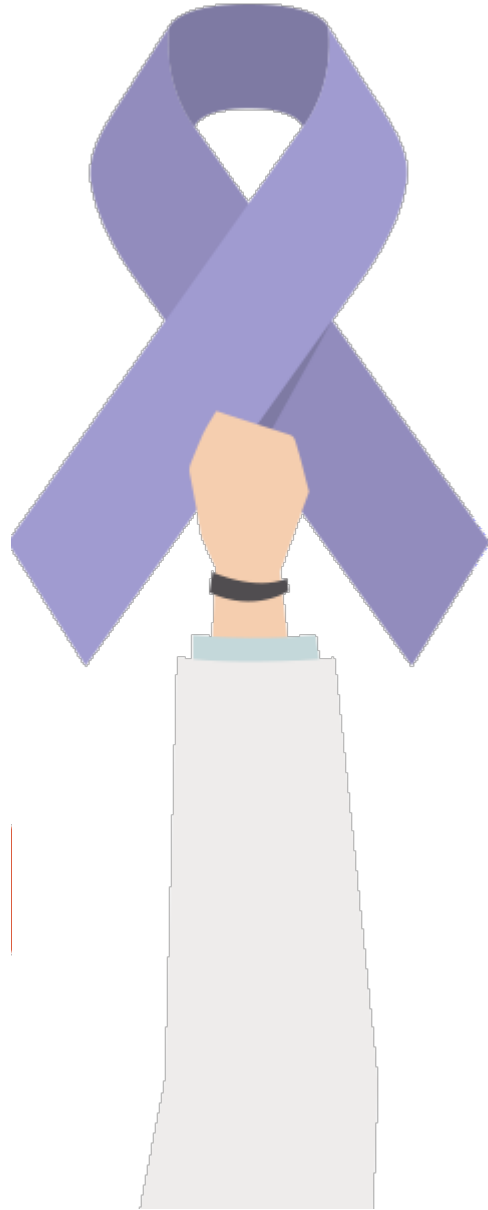


The less you know, the narrower the impact

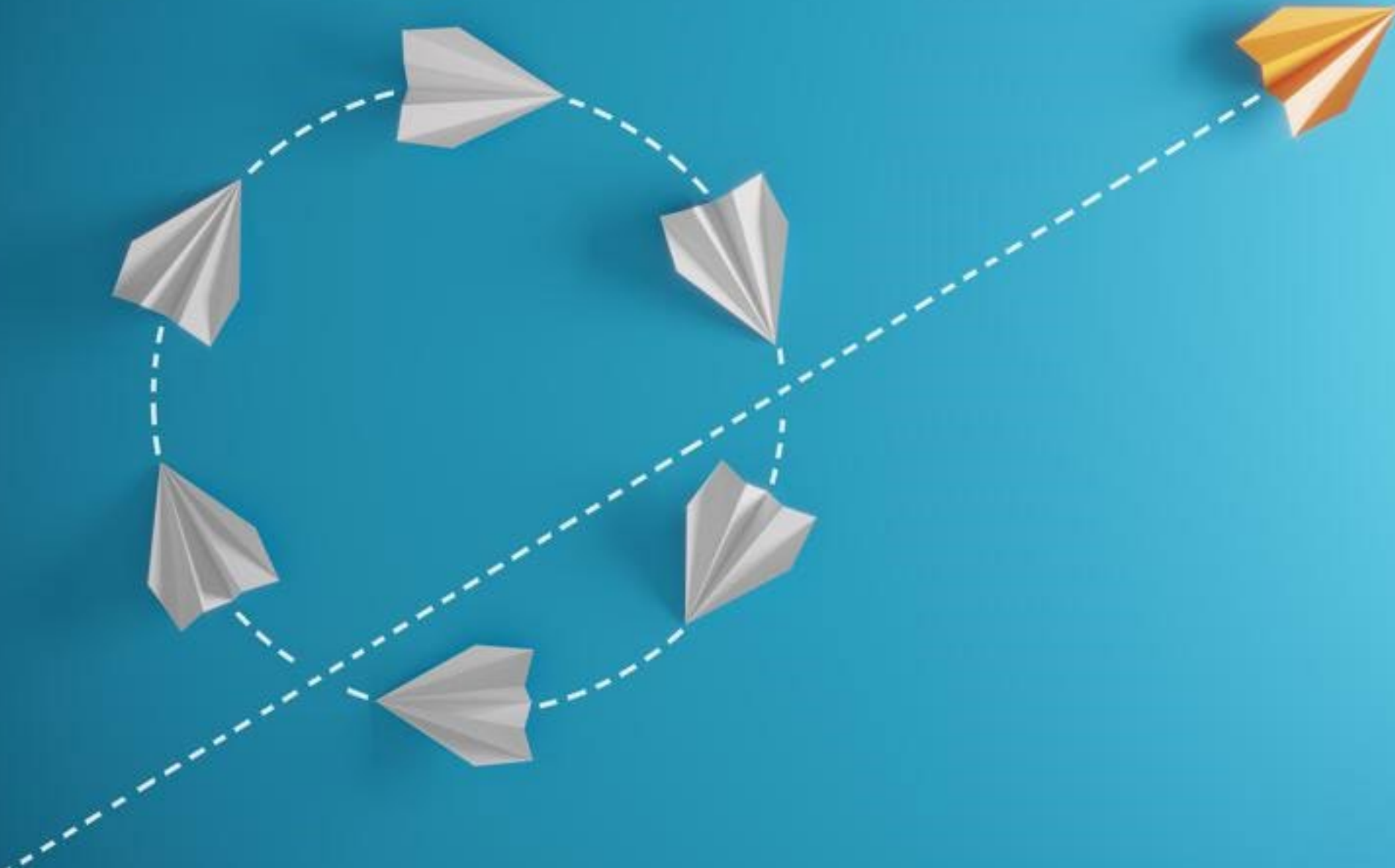




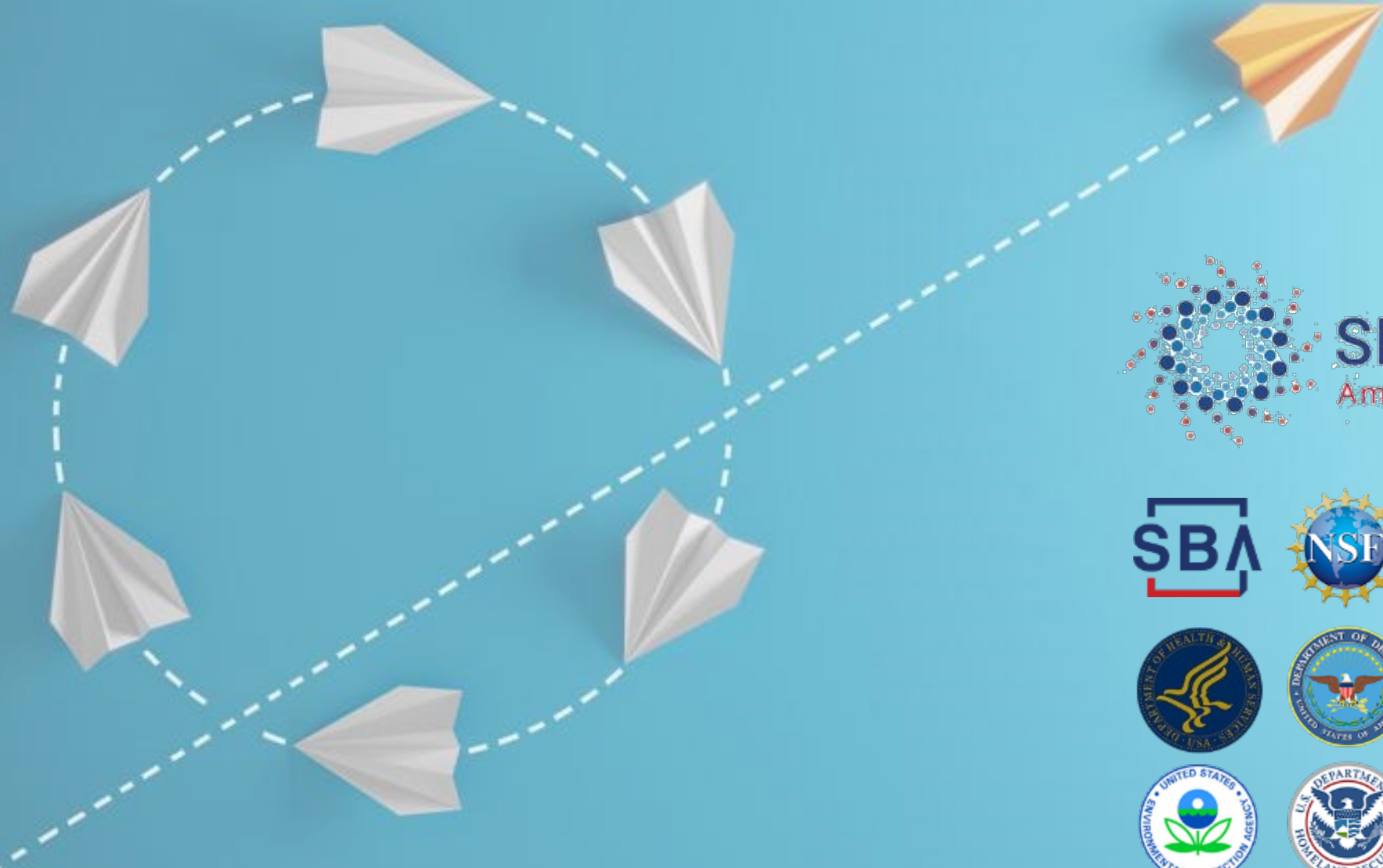
The less you know, the narrower the impact



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



Chances of getting Phase I SBIR award increase from **10-20%** to **40-50%**



# S4 Regional Course



- 1: Wed, June 23, 4:00 - 6:00 PM
- 2: Thurs, June 24, 4:00 - 6:00 PM
- 3: Fri, June 25, 4:00 - 6:00 PM  
\*Office Hours: June 28 - July 7
- 4: Thurs, July 8, 4:00 - 6:00 PM  
\*Office Hours: July 9-14
- 5: Thurs, July 15, 4:00 - 6:00 PM  
\*Office Hours: July 16-21
- 6: Thurs, July 22, 4:00 - 6:00 PM

<https://forms.gle/aEnL2QEWAC9jUckR6>

**Successful Completion qualifies teams for:**  
\$3,000 mini-grant  
Application to National Program (\$50,000)

# 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 15

Grant Budget Basics – Managing Your Award Like A Pro

Jaron Kupperts from Amala Consulting

