The Milwaukee I-Corps Program will help teams develop their business model, test the market and move quickly from an idea to a go/no-go decision based on the commercial viability of the idea. Please complete the following application to provide an overview of your venture, team, market opportunity as you understand, your background and familiarity with Lean LaunchPad and areas for development.

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| **Venture** | *Provide name of venture, project or team.* |

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| **Team** | *Describe team members, affiliations, relevant experience*  *Provide contact information: name, email, phone, institution (if applicable)*  *If you are the Principal Investigator on a related project, please specify.* |

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| **Idea** | *Provide a detailed description of idea, service or project.*  *If you have a working prototype, describe it here.*  *If this work is based on related scientific research, provide an overview of that work, including the level of validation for the idea.* |

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| **Market** | *Provide information about you have about the market – types of potential customers, size of market, targeted market segments.* |

**Background/Survey**

Are you familiar with the business model canvas and/or the Lean LaunchPad (LLP) methodology?

Yes  Somewhat  No

In what areas does your team need the most support or improvement?

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| *Describe areas for support.* |

The I-Corps process requires commitment of the team members – including coaching sessions, pre-work prior to team meetings and meetings with multiple potential customers between sessions. Describe your level of commitment to the process and how it will help advance the concept.

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| *Describe commitment.* |

The Milwaukee I-Corps Site Program is supported by funding from the National Science Foundation (grant # 1450386). Participants will be required to attend program sessions, complete required assignments, use funding according to program guidelines, and submit a final report on activities and accomplishments to the Center. Applicants will receive further information about these requirements upon acceptance into the program.

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| *Please type your name to indicate these requirements are understood.* |

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| **Apply** | **Submit your application by emailing it to:**  [grants@icorpsmilwaukee.org](mailto:grants@icorpsmilwaukee.org) |