

## **BOOM Program Spring 2018**

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### **Introduction**

Welcome to BOOM! Our educational program is designed to help you learn about business models and validate your ideas in the marketplace. Our goals are:

1. Give you an experiential learning opportunity to help determine the commercial readiness of your technologies.
2. Prepare you for I-Corps Team Grants.

### ***National Science Foundation I-Corps Program***

This course is based on the successful National Science Foundation Innovation Corps (“I-Corps”) methodology of linking university engineering with the marketplace. We will provide real-world, hands-on learning experience to successfully transfer knowledge into products and processes that benefit society. You will engage with industry and learn from the marketplace.

This course will not teach how to write a research grant or a business plan. It is not an exercise on your laboratory skill set or your research capabilities. The end result is not a paper to be published.



In this program, you will learn how to conduct, gather, and analyze customer discovery interviews, and you must interview at least 10 potential customers, in addition to the 5 you interviewed through ZAP! You will also learn how to modify and test business model hypotheses in response to interviews.

In addition to becoming eligible to apply for IN-LA sponsorship to the NSF I-Corps program and the \$50,000 customer discovery grant, teams that successfully complete BOOM will have the opportunity to attend IN-LA's Technology Scouting Workshop. Past speakers at the Technology Scouting Workshop have included representatives of Google, Boeing, Northrop Grumman Corporation, The Dow Chemical Company and more.

**Teams that successfully complete this program and satisfy all requirements will qualify to apply for IN-LA sponsorship to the NSF I-Corps program. The NSF I-Corps program provides winning teams with \$50,000 grants for customer discovery. We will provide more information at the end of this course.**

#### ***Admission and Participation in the Class***

**Only teams that have completed the ZAP! program will be invited to join BOOM.**

**You may not participate in the class if you do not submit all required documents and presentations to Dropbox by 5 pm the day before the class begins.**

#### ***Flipped Classroom***

This course will be conducted **entirely online** and utilizes a “flipped classroom” model focused on your learning rather than our lectures. You are expected to read the lecture material in advance and use it to develop the slide deck due for each session.

If you have questions, you may sign up for Office Hours with the instructor.

**You must document all interviews in the Customer Discovery Google doc in advance of the second session to qualify for further I-Corps funding.**

#### ***Class Philosophy***

The startup culture is different from the university culture most of you are familiar with. Communication in startups is different than inside a university or lab. The class culture can feel brusque and impersonal, but it is intentionally oriented to simulate the time- and cash-constrained environments in which startups operate. We have limited time and we push,

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challenge, and question you in the hope you will quickly learn. We will be direct, open, and tough – just like the real world. Please recognize that these comments aren't personal, but part of the process.

We also expect you to question us, challenge our point of view if you disagree, and engage in a real dialogue with the instructors. This approach may seem harsh or abrupt, but it will teach you to challenge yourselves quickly and objectively, and to appreciate that as entrepreneurs, you need to learn and evolve faster than you ever imagined possible.

### ***Deliverables***

1. Ten (10) new customer interviews by the final session. Your ZAP! interviews do not count toward this total.
2. A record of your customer discovery progress using Customer Discovery Google doc to capture the narrative, contact information, learning and insight.
3. A final 5-minute presentation on your progress. Your slide decks ***should not contain any proprietary information***. They should focus on your business model and customer discovery.

### ***Bluejeans***

In the first meeting you must log in 5 minutes early to test the software. Before our first meeting you must be set up on the Bluejeans platform:

- Watch this short video on how to join a Bluejeans test meeting: <https://www.youtube.com/watch?v=UOF-C7YBWgA&feature=youtu.be&hd=1>
- Log into the test meeting to make sure you have all the necessary plug ins: <https://bluejeans.com/111/>



## Detailed Program Plan

### ***Assignment before Session 1***

- Review Lecture 4: Distribution Channels and Lecture 5: Customer Relationships: Get/Keep/Grow documents provided via Dropbox.

### ***Required Presentation for Session 1***

- Submit the 5-slide presentation submitted for your final ZAP! session and come prepared to tell us your story.

### ***Session 1 plan***

Log on to Bluejeans: <http://bluejeans.com/uscvboom>  
Please log in 5 minutes early to test Bluejeans if you did not test in advance.

Topic	Duration
Introduction: Our expectations; your participation	5 Minutes
Team presentations (5 min., including Q&A)	30 Minutes
Distribution Channels and Customer Relationships: Get/Keep/Grow	25 Minutes

### ***Assignment before Session 2***

- Talk with 10 new customers. Log customer interviews in Customer Discovery Google doc.
- Update Business Model Canvas



### ***Required Presentation for Session 2***

#### **Slide 1: Cover slide**

- Team name
- Team number
- Member names
- 1-sentence description of your product
- Number of customer contacts (10 due this week)

#### **Slide 2: Hypotheses: Distribution Channels**

- What we thought
- Whom we interviewed
- What we learned
- What we would do next

#### **Slide 3: Hypotheses: Customer Relationships: Get/Keep/Grow**

- What we thought
- Whom we interviewed
- What we learned
- What we would do next

#### **Slide 4: Surprises you learned in the last week**

#### **Slide 5: Revised business model canvas that indicates changes**

### ***Session 2 plan***

Log on to Bluejeans: <http://bluejeans.com/uscvboom>

<b>Topic</b>	<b>Duration</b>
Introduction	5 Minutes
Team presentations (5 min., including Q&A)	30 Minutes
Introduction to I-Corps Team Grants	25 Minutes

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