

Discovering Customer Needs to Drive Innovation



Rutgers I-Corps Novus Program: a half-day introduction *Shifting your mindset from the science to the people it benefits*

Virtual Training on Zoom

Friday, Sept 16th, 9:30 am - 12:30 pm

Attendees will learn:

- **HOW to get started** with innovation & entrepreneurship to get your idea out of your head and grounded in the real world
- **To SHIFT your mindset** from research & technology to learning about Customers, what pain points they suffer, & what value your tech provides
- **WHO to approach** with your idea to get support & ensure that it is protected before starting your commercialization journey
- **The I-Corps frameworks** of Lean Launchpad, Business Model Canvas, and Customer Discovery as a foundation for launching a startup

Who should attend? Individuals or teams from *all* Rutgers campuses are invited):

- Rutgers faculty, post-docs, grad/undergrads developing a scientific or technical discovery
- Students who want to learn how innovation happens at Rutgers and potentially join a team
- Student Organizations / Program Leaders who want to engage with I-Corps to benefit their members

Register at go.rutgers.edu/novus_rutgers

Register by Sept 15, 2022