

From Idea to Launch: Prepare Your Startup to Go to Market

Join a free training program that facilitates the transformation of invention to impact

The Virginia SBDC's **Innovation Commercialization Assistance Program (ICAP)** helps you take the right first steps in bringing new technologies and innovations to market. Going through ICAP's **Defining Your Customer** course is the **first phase** that can make you eligible to participate in a Regional I-Corps Program (with the possibility of receiving \$3,000 in funding) and eventually NSF National I-Corps that includes a \$50K grant.

Prepare your technology startup for Mason and NSF funding

- **3-week Lean Startup course** focused on **customer segmentation & defining the customer job process** – held in evenings 6 – 8PM (**Sept 26, Oct 3, Oct 12**)
- Taught by distinguished entrepreneurs and supported by industry mentors
- Precursor to ICAP's full Lean Startup course with up to 24 other startups
- ICAP has helped more than 800 participants who have gone on to raise over \$90M
- Work with a dedicated mentor one-on-one to assist your startup

How does this benefit your technology startup?

- Helps startups to lay the groundwork for their venture's business model
- Improve your potential to receive state and federal grants
- Leads directly into ICAP's longer course where teams begin customer discovery
- Reduces the time to translate research from the lab to the marketplace
- Understand what is needed to successfully seek seed funding & venture investment for a startup venture

Our Partners



Apply Here

Learn more at:

www.virginiasbdc.org/programs/icap

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<https://forms.gle/gzHLWbhg3fZkH99J9>