Phase I Commercialization Support: I-Corps™ at NIH
Technical and Business Assistance (TABA) Needs Assessment

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Small Business Program Website

http://seed.nih.gov
I-Corps at NIH – A Phase I SBIR Supplement

FOA – PAR-22-073

Notice with FY 23 dates – NOT-CA-22-116

Application Deadline (Cohort 2): Wednesday, February 1st, 2023 5 PM your local time

More information: https://seed.nih.gov/I-Corps-at-NIH

Contact Email: icorps@mail.nih.gov
What is I-Corps at NIH?

- Entrepreneurial Immersion Course for NIH and CDC funded small businesses

- Attendee teams conduct 100 customer discovery interviews over the period of 8 weeks to create a business model canvass for their NIH/CDC funded technology.

Outcome Goals for I-Corps at NIH

- Goal 1 – To increase team’s knowledge and understanding of the market opportunities. This is achieved through interviews with customers.

- Goal 2 - To move the teams towards further funding success. Funding may be through non-federal - state or equity based fundings or additional federal fundings.
How will I-Corps at NIH help attendees?

Program for SBIR/STTR Phase I awardees to help:

• Define the value proposition (e.g., clinical utility) **early** before spending millions – saves time AND money

• Assess IP and regulatory risk before design and build

• Better understand core customers and the **specific** steps required for downstream commercialization

• Gather information essential to customer partnerships/ collaborations/ purchases before doing the science

• Identify financing vehicles before they are needed (helping to avoid the “Valley of Death”)

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Eligibility

- **Active** Phase I SBIR/STTR Grant from participating ICs of NIH and CDC
- Phase I component of the Fast Track awards
- Only one supplement application per parent SBIR/STTR Phase I award is allowed under this FOA
- Phase I contractors with I-Corps at NIH option (must apply via acquisition offices to modify the existing contract)
- No Cost Extensions to maintain the eligibility (Only certain ICs)
- Phase II, Direct-To-Phase II, Phase II component of Fast Track grant are not eligible.
Program Requirements

REQUIREMENT

Eligible SBIR/STTR grantees are required to assemble **3-member teams** that will work collaboratively to complete the activities and assignments required by the I-Corps curriculum.

THE I-CORPS TEAM

The assigned PI on the Phase I award

Technical Expert

C-Level Officer

Industry Expert

- **A high-level Company executive with decision-making authority**
- **An individual with prior business development background in the target industry**

ELIGIBILITY

- To be eligible, a company must have an ACTIVE Phase I SBIR or STTR grant from one of the 24 participating NIH and CDC Institutes and Centers
- The predicate Phase I grant **must** have project and budget timelines that are active from application date through end of I-Corps course syllabus.
Who can be on the team?

Is there flexibility in how the three required roles are filled on the I-Corps team?

Yes. For example, if the PD/PI (as listed in eRA) is also the CEO, then the PD/PI can be assigned the I-Corps role of "C-Level" and you can select a different senior level scientist to serve in the “TL” role.

In this example, consider Sue Scientist is the PD/PI (in eRA) on the predicate Phase I award; Sue is also the CEO of SBC, Inc. and will carry the role of C-Level on the I-Corps team. Sue recruits Robin Researcher, also of SBC, Inc., to be listed in eRA as a Co-Investigator and carry the role of Technical Lead on the I-Corps team. Finally, Evan Expert, an external advisor from Serial Entrepreneur, Inc. is listed in eRA as a Consultant to carry the role of Industry Expert on the I-Corps team.

<table>
<thead>
<tr>
<th>Senior/Key Personnel</th>
<th>Organization</th>
<th>Role Category (in eRA)</th>
<th>I-Corps Team Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sue Scientist</td>
<td>SBC, Inc.</td>
<td>PD/PI</td>
<td>C-Level Executive</td>
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<tr>
<td>Robin Researcher</td>
<td>SBC, Inc.</td>
<td>Co-Investigator</td>
<td>Technical Lead/Expert</td>
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<tr>
<td>Evan Expert</td>
<td>Serial Entrepreneur, Inc.</td>
<td>Consultant</td>
<td>Industry Expert</td>
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Program Format

COURSE FORMAT
• 3-Day Kick-off Event
• 6 Weekly web classes
• 2-Day Lessons Learned

LIFE SCIENCE TRACKS
• Therapeutics
• Diagnostics/eHealth
• Medical Devices

• Teams are distributed among track “rooms”

TEACHING TEAM
• I-Corps Node Instructors
• Industry Domain Experts

• Curriculum tailored to life sciences
NIH Expectations from the Participants

• Each team member commits 20-25 hour/week for the duration of 8 weeks for I-Corps related activities

• Fully participate in 3.5 days kick-off, 6 Wednesday webinars and 2-day close-out/finale (fully virtual)

• Conduct at least 100 customer discovery interviews

• Prepare and present a 2-minute video and a 10-minute lessons-learned presentation during the finale.
Award Budget

The selected project teams receive grant supplement funding (up to $55,000 total) to support customer discovery related activities –

• Course registration - $22000 (mandatory)

• Allowable expenses related to conducting customer discovery –
  ▪ Personnel time for team members (as appropriate)
  ▪ Travel – Conferences, trade shows, meetings within the cohort dates
  ▪ Membership to disease specific foundations/societies
  ▪ License fees for virtual meeting platforms
  ▪ Indirect Fees

• Non-appropriate budget activities – purchase of equipment (computers), marketing surveys and plans, IP filings etc.
## FY 23 Cohort Dates

### Completely Virtual Cohort in FY23

<table>
<thead>
<tr>
<th></th>
<th>Cohort 1 (Closed)</th>
<th>Cohort 2</th>
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<tbody>
<tr>
<td><strong>Application Due Date</strong></td>
<td>November 16, 2022</td>
<td><strong>February 1, 2023</strong></td>
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<tr>
<td><strong>Phone Interview</strong></td>
<td>January 9 - 10, 2023</td>
<td>March 6-7, 2023</td>
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<td><strong>Course Kick-off (Virtual)</strong></td>
<td>March 6 - 9, 2023</td>
<td>May 8-11, 2023</td>
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<td><strong>Virtual Webinars</strong></td>
<td>March 15, 2022</td>
<td>May 17, 2022</td>
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<td>March 22, 2022</td>
<td>May 24, 2022</td>
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<td>March 29, 2022</td>
<td>May 31, 2022</td>
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<td>April 5, 2022</td>
<td>June 7, 2022</td>
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<td>April 12, 2022</td>
<td>June 14, 2022</td>
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<td>April 19, 2022</td>
<td>June 21, 2022</td>
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<tr>
<td><strong>Course Close-out (Virtual)</strong></td>
<td>April 24-25, 2023</td>
<td>June 26-27, 2023</td>
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<tr>
<td><strong>Cohort Size</strong></td>
<td>24 Teams</td>
<td>24 Teams</td>
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Technical and Business Assistance (TABA) Needs Assessment
Purpose of Technical and Business Assistance (TABA)

The TABA Program helps small businesses identify and address their most pressing product development needs.

Enables companies to:

• Make better technical decisions
• Solve technical problems that are beyond the scope of the funded R&D
• Minimize technical risks
• Commercialize the product
TABA Programs

**TABA Needs Assessment***
Provides a third-party, unbiased assessment of areas that are critical to success in the competitive healthcare marketplace.

**TABA Consulting Services***
Available to limited number of awardees in the areas of Intellectual Property, Market Analysis, Regulatory Affairs, or Reimbursement Planning.

**TABA Funding**
Provides funding in grant to use your own vendors for Technical and Business Assistance.

*NIH ONLY

[https://seed.nih.gov/support-for-small-businesses/](https://seed.nih.gov/support-for-small-businesses/)
TABA Needs Assessment

- Provides a third party, unbiased assessment (provided by RTI Innovation Advisors) to help small businesses identify their most pressing product development needs
- Suggests highest priority steps to improve the commercial potential
- Supports companies developing all types of technologies
TABA Needs Assessment: Eligibility

SBIR and STTR Phase I and Phase I Fast-Track recipients that have had an active Phase I grant, cooperative agreement, or contract within two years of request

Projects that received TABA Funding (or a Niche Assessment) in the Phase I are **ineligible**

Projects can participate in other Support Programs (e.g., I-Corps or C3i) **and remain eligible**
Request Process

• Review the sample report BEFORE requesting: Structure and scope are fixed

• Open all year

• MUST request an assessment at https://seed.nih.gov/support-for-awardees/tabanaeeds-assessment

• Requests must be complete

• NIH will confirm eligibility

• Notification of status within 60 days of submission
**Needs Assessment Process**

**Company Notification**
- Must Confirm:
  - Reviewed and acknowledged the deliverable *(sample report)*
  - Ready to proceed
  - Appropriate contact

**RTI Performs Analysis**
- Initial Phone interview within two months
- RTI works with company to verify information

**RTI Delivers Draft**
- Delivered within 3-4 months
- Company has 10 business days to review for accuracy and ask questions
- RTI will have 10 business days to incorporate questions/feedback

**RTI Delivers Final Needs Assessment Report**
Most Important Piece of Advice

Talk to a Program Officer

List of SBIR Program Managers: https://seed.nih.gov

Not sure who to contact?

Research Portfolio Online Reporting Tools (RePORT): https://report.nih.gov/

Email: SEEDinfo@nih.gov
Questions?
Connect with SEED

Online
http://seed.nih.gov/

Email us
SEEDinfo@nih.gov

@nihseed
https://twitter.com/nihseed

NIH SEED
https://www.linkedin.com/company/nihseed

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