The University of Texas MD Anderson Cancer Center

2019 Life Science I-Corps Super Regional

Starts February 11-13th ----- Closes March 25th

Have an innovative life science idea or technology?

Come join teams from across the country in Houston for the 2019 I-Corps Life Science Super Regional hosted by MD Anderson Cancer Center, the #1 cancer center in the world according to *US News and World Report,* and located near the Texas Medical Center, the world's largest medical center.

- Learn the fundamentals of Lean Start-up and customer discovery
- Develop the foundation for the Business Model Canvas (BMC) for your idea or technology
- Receive feedback from All-Star team of nationally-certified NSF & NIH I-Corps instructors.
- Engage and connect with other innovation teams.
- Discover new insights from customer interviews.
- Connect with world-class key stakeholders and KOL's across the Texas Medical Center.
- Qualify and prepare for application to the NSF and NIH* national I-Corps programs.
- Increase SBIR/STTR funding success rate

**Additional eligibility criteria must be met for the I-Corps at NIH national program*

Click Here for I-Corps Program Highlights

NSF CORPS NSF Innovation Corps

The University of Texas MD Anderson Cancer Center

2019 Life Science I-Corps Super Regional

Life Science Super Regional Schedule

Welcome Reception:	February 11th	6:00-7:30PM	JLABS at TMC
Opening Session:	February 12-13th	8:00 AM – 5:00PM	MD Anderson Cancer Center
Office Hours:	Week of February 17th	Individually Scheduled	Virtual Meetings (20-30
Webex Session #1:	Monday, February 25th	2:00 – 4:30 PM CST	minutes) Virtual Meetings
Office Hours:	Week of March 4th	Individually Scheduled	Virtual Meetings (20-30
Webex Session #2:	Monday, March 11th	2:00 – 4:30 PM CST	minutes) Virtual Meetings
Webex Session #3:	Monday, March 18th	2:00 – 4:30 PM CST	Virtual Meetings
Closing Session:	Monday, March 25th	8:00AM-3:00PM CST	MD Anderson Cancer Center
Next Steps Interviews	Week of March 25th	Individually Scheduled	Virtual Meetings

Click Here to learn more about MD Anderson's I-Corps Program

HOW TO APPLY:

- **Click HERE or use the QRS code to go to the application portal.**
- **Complete the brief questionnaire.**
- **Once submitted, a brief call will be scheduled with the team to discuss the program and answer any questions.**

Program and Team Requirements

- Life science / healthcare related technology preferred but not required.
- Academic-based and early-stage start-up companies are eligible to apply.
- Submission of preliminary application outlining team and technology / idea.
- Team Size: Minimum: 2 members----Maximum: 4 members
- Each team will designate an Entrepreneurial Lead (Leads customer discovery / presents data) during the application process. An Industry Mentor is optional and not required for participation in the regional program
- Attendance is required for all registered team members during all in-person and virtual meetings, including office hour sessions during week of 2/17 and 3/4. Additional office hours scheduled with instructors during the program are optional for team members, unless required by the teaching team.
- Total of 40 customer discovery interviews over 5-week program
- Submission of final Lessons Learned presentation and Executive Summary prior to closing session for review
- Knowledge and experience using virtual meeting technology.
- Participation in the regional program is free; however participants are responsible for booking travel and related expenses for the in-person sessions in Houston. Please see your local NSF I-Corps site for availability of potential participant support.

For additional information, please contact Chris Taylor via email at CEA@mdanderson.org after completing the short registration form.

TEXAS MEDICAL CENTER

TMC Facts & Figures

Texas Medical Center (TMC)—the largest medical complex in the world—is at the forefront of advancing life sciences. Home to the brightest minds in medicine, TMC nurtures cross-institutional collaboration, creativity, and innovation because together, we can push the limits of what's possible.

10 million
PATIENT VISITS PER YEAR

180,000+
ANNUAL SURGERIES
TMC begins 1 surgery every 3 minutes

750,000
ER VISITS PER YEAR

Home to the
WORLD'S LARGEST CHILDREN'S HOSPITAL
TEXAS CHILDREN'S HOSPITAL

&

Home to the
WORLD'S LARGEST CANCER HOSPITAL
MD ANDERSON CANCER CENTER

With 1,345 total acres, TMC is the
8th largest
BUSINESS DISTRICT IN THE U.S.

TMC offers over
9,200
TOTAL PATIENT BEDS

TMC's campus encompasses
50 million
DEVELOPED SQUARE FEET

OVER **25,000** BABIES DELIVERED PER YEAR
TMC delivers 1 baby every 20 minutes, resulting in approximately 26,280 births per calendar year.

13,600+
TOTAL HEART SURGERIES

$3 billion
IN CONSTRUCTION PROJECTS UNDERWAY

TMC MEMBER INSTITUTIONS

Baylor College of Medicine
CHI St. Luke's Health
HARRISHEALTH SYSTEM
Houston Methodist
Memorial Hermann Texas Medical Center
Michael E. DeBakey VA Medical Center
RICE
Texas A&M Health Science Center
Texas Children's Hospital
Texas Heart Institute
UTHealth The University of Texas
The University of Texas MD Anderson Cancer Center
utmb Health
University of Houston

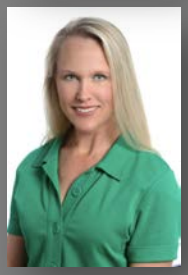
ADDITIONAL MEMBERS

Children's Memorial Hermann Hospital
Houston Department of Health and Human Services
DePelchin
Gulf Coast Regional Blood Center
INSTITUTE of Forensic Sciences
HCMS
HCPHES
Coleman
Houston Academy of Medicine
HBU Houston Baptist University
ISH Institute for Spirituality and Health
LifeGift
Prairie View A&M University
Ronald McDonald House Houston
SABIN Vaccine Institute
San José Clinic
Texas Children's Hospitals
St. Dominic Village
Texas Health and Human Services
Texas Medical Center Hospital Laundry Cooperative Association
the Y
TSU Texas Southern University
TWU
The Center for Hearing and Speech
The Health Museum
Menninger
TMC Library
TIRR Memorial Hermann
University of St. Thomas Houston

2019 I-CORPS SUPER REGIONAL TEACHING TEAM

Chris Taylor is the Director for the Center for Entrepreneurship Advancement (CEA) in the Strategic Industry Ventures division at The University of Texas MD Anderson Cancer Center, the #1 cancer center in the world according to US News and World Report. Chris developed and established the entrepreneurship education strategy for MD Anderson and is responsible for directing MD Anderson's Entrepreneurship Academy and its cornerstone program, the Innovation Corps™ (I-Corps™) Regional Program. He serves as a Core Instructor for the NSF National I-Corps Teaching team and leads the MD Anderson's institutional collaboration with the SWICORPS Node. In addition, Chris is leading the launch of BIO2Oncology, a new cancer-focused accelerator, and serves as the Director of MD Anderson's Venture Mentoring Service at Houston. Chris has been a successful entrepreneur in the financial services and hospitality industries and has over 20+ years of leadership experience in both industry and academia.

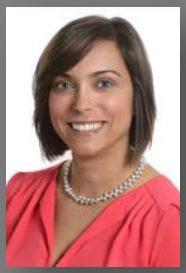
Alejandro Tortoriello is a medical doctor and entrepreneur and currently is a program manager at MD Anderson Cancer Center focused on the discovery, evaluation, and translation of technology for commercialization. He has successfully founded two start-up companies addressing needs in the areas to childhood obesity and healthcare provider infrastructure in Mexico. Alejandro successfully led a team through a regional I-Corps cohort program in July 2015 and has become a key component in growing the I-Corps program at MD Anderson, which is supported by the NSF Southwest I-Corps Node. He has been trained by the National Science Foundation as an I-Corps Core Instructor. He serves as the Operations Manager for the Venture Mentoring Service at Houston and Texas Venture Connect mentor network. Alejandro has won multiple awards for his innovations including recognition by the Inter-American Development Bank as one of the most innovative young professionals in Latin America.



Julie Collins is a leading player in the field of entrepreneurial training and education. She is instrumental in the application of evidence-based entrepreneurship to bio and life science commercialization projects and is an expert on non-dilutive funding for early stage startups. Her technical background is in molecular genetics, and her understanding of the complex healthcare ecosystem gives her the unique ability to coach life science startups through the customer development process. Julie is one of a select group of instructors nationwide chosen to teach the customer development methodology for the National Science Foundation's (NSF) Innovation Corps (I-Corps). She has coached more than 500 teams for a range of clients including university faculty, Phase I and II SBIR awardees, SBCs, and Federal employees engaged in innovation projects. Julie was engaged by the Centers for Disease Control and Prevention to create an internal innovation program targeted at improving public health innovations. Previously Julie was the Director of SBIR GA and recognized as a national leader in non-dilutive funding strategy for early stage companies. Julie holds a B.S. from Georgia Tech and an M.S. in Molecular Genetics from Emory University.

Max Green is an engineer with a passion for translating early stage science and technology innovations into commercial products and services. Max founded Ratio Flux to focus on driving client growth through the design of product launch & customer development strategies. He has personally led business development efforts for more than 500 scientific innovations, yielding 100's of commercial agreements and the formation of 14 technology startups with initial fundraising exceeding $30M. Over time, Max has been provided the opportunity to share his experiences with others through creation and delivery of evidence-based innovation management & entrepreneurship programs. He has advised thousands of scientists and entrepreneurs worldwide, guiding the development of business models and commercialization roadmaps. Max holds a B.S. Mechanical Engineering & M.S. Technology Commercialization – both from The University of Texas at Austin.

Farzin Samadani has a diverse background in business and technology. As co-founder of Curious Me, LLC, he provides business modeling and advisory services for early stage startups. This builds upon 15 years of experience as founder of startups in the education technology, heavy construction and food & beverage industries and executive/senior management experience at Fortune 100 companies, such as the Coca Cola Company. Farzin's specialties include: lean startup methodology, customer development, business formation, product development, business development, high tech ventures, deal structure & negotiations, and sales & marketing. Farzin currently serves as Entrepreneur in Residence for Los Angeles City Hall and serves on the advisory board for Semio, a software company focused on developing tools for social robotics. Farzin is also a member of the national teaching faculty of the National Science Foundation Innovation Corps (NSF I-Corps) program and part of the teaching team of Innovation Node-Los Angeles, serving as instructor for various entrepreneurship programs. He is also a national instructor for the Hacking 4 Defense program.



Melissa Heffner creates and implements programs centered on evidence-based entrepreneurship and the Lean Startup methodology at Georgia Tech's VentureLab. The vast majority of her time is spent executing on the I-Corps South Node award and on internal commercialization programs at Georgia Tech (GT). Melissa has extensive experience teaching customer discovery and business model development. She and her colleagues created and implemented a program based on evidence-based entrepreneurship for the Centers for Disease Control's (CDC) internal innovation practices. Melissa has served as an adjunct instructor for I-Corps Teams programs, and has taught similar programs for multiple colleges at GT, Institute Lafayette Georgia Tech (Metz, France), and Grupo Guayacán (Puerto Rico). She developed I-Corps South's Instructor Academy program to train new instructors how to teach customer discovery programs, and to date has taught 72 instructors. She holds a Bachelor of Arts in English from Birmingham-Southern College, and a Master of Arts in Teaching English from Agnes Scott College.