

AGENDA

I-Corps Southwest: *Building our I-Corps Ecosystem*

Monday, June 19th

9am – 3:30pm

University of Houston, Energy Research Park, Innovation Center

5000 Gulf Fwy, Building 4, Floor 2

Houston, TX 77030

9:00am : Welcome Remarks

- Introduction of agenda
- Introduction of attendees
 - Who is in the room today?
 - What are you working on right now?
 - Who are you working with right now?

9:30am : Discussion One: *Program Goals and Intent*

- What are the aspirations for your program?
- What is the intent?
- What are your goals for attending today? How can the collective help?

10:15am : 15 minute break

10:30am : Discussion Two: *Exposure and Promotion - Experiments Run & Lessons Learned*

Please come prepared to share practices & lessons learned re:

- Branding the program
- How to effectively connect to faculty/administration/tech transfer
- How to effectively connect to students/ELs
- Best/Worst practices for recruiting teams at your university
- How can you engage other programs/departments (tech transfer, research, etc) around the university to draw people to I-Corps?
- What criteria is being used to select teams?
- What hurdles are you facing?
- How can we help in overcoming those hurdles?

11:30am : Discussion Three: *Crafting Your Curriculum*

Please come prepared to share practices & lessons learned re:

- What curriculum examples can you share with us?
- Any creative approaches to curriculum that have been successful?
- What has worked best? Anything that hasn't worked effectively?

- Are there other entrepreneurship classes that are being offered at the university?
How can you effectively supplement those classes?

12pm : Lunch break (1 hour)

1pm : **Discussion 4 : *Evaluating outcomes and measuring success***

Please come prepared to share practices & lessons learned re:

- How do you capture/evaluate/measure success?
- What tools are you using to promote and perpetuate program success?
- How have you been effective in pushing teams forward
 - (To national cohorts? To market?)

1:45pm : **Panel Discussion: *Perspectives from established SW Sites***

2:30pm : 15 minute break

2:45pm : **Wrap up Discussion: Reflection and Improvements; Moving forward**

- How do you plan to iterate (processes/programming/curriculum) for future?
- How can the SWICORPS Node support your program?
- How can we help each other?

3:30pm : Adjourn