UPENN I-Corps Site Timeline

- **Invention Disclosures**
- **AppliUP**
- **UPadvisors**
- **UPstart**
- **Product/Market Fit Workshop**
- **Business Proposal Action plan & budget**
- **Review and Allocation**
- **Implement action plan**
- **Final Review**

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- **February - March**: Team Nucleation
- **Early April**: Team Selection
- **June - July**: Business Proposal Action plan & budget
- **August**: Review and Allocation
- **September**: Implement action plan
- **Final Review**

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**UPENN I-Corps Site Timeline**

- **Startup Creation**
- **I-Corps Applications**
- **Business Plans**
- **Pitches**
Workshop

Two meetings per week:

- Tuesdays: flipped classroom format with in-class lecturer remarks and team presentations on project progress with feedback from instructors;
- Thursdays: lectures on topics relevant to entrepreneurs

The workshop runs June 9 through July 17. (Dates are tentative) Full team participation is required. The anticipated time commitment for each Team member during the workshop is 10 hrs. per week per Team member, of which 5 hours are in spent in the classroom and the remaining in Customer Discovery activities outside of the classroom.

<table>
<thead>
<tr>
<th>Week</th>
<th>Day 1: Tue 11-2pm</th>
<th>Day 2: Thu 12-2pm</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Overview of customer development</td>
<td>Opportunity identification</td>
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<tr>
<td>Jun 9 &amp; 11</td>
<td>(PCI)</td>
<td>(Wharton)</td>
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<tr>
<td>Week 2</td>
<td>Interviewing workshop</td>
<td>Technology evolution / strategy</td>
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<tr>
<td>Jun 16 &amp; 18</td>
<td>(PSoM)</td>
<td>(Wharton)</td>
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<tr>
<td>Week 3</td>
<td>Customer Segments</td>
<td>Product development / design</td>
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<tr>
<td>Jun 23 &amp; 25</td>
<td>(PCI)</td>
<td>thinking (Wharton)</td>
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<tr>
<td>Week 4</td>
<td>Value Propositions</td>
<td>Team Dynamics</td>
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<tr>
<td>Jun 30 &amp; Jul 2</td>
<td>(PCI/PSoM)</td>
<td>(SAS)</td>
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<tr>
<td>Week 5</td>
<td>Product Market Fit</td>
<td>Commercialization</td>
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<tr>
<td>Jul 7 &amp; 9</td>
<td>(PCI/PSoM)</td>
<td>(Law/PCI)</td>
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<td>Week 6</td>
<td>Work Plan</td>
<td>Business Plan for Investors</td>
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<tr>
<td>Jul 15 &amp; 17</td>
<td>(PCI/Mentors)</td>
<td>(Wharton)</td>
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Accelerator

In the accelerator phase, which runs Week 7 through Week 15, teams work implement their work plan leading up to their final report. The anticipated time commitment for each Team member during the accelerator period is 10 hrs. per week per Team member.

- Open office hours: four hours per week; will be available to participants;
- Scheduled Office Hours: each team will meet twice during this period with us
- Monthly Site Team Meeting: all the teams will converge to go over progress and share learning

A closing event will take place in September.