



Innovation Commercialization Assistance Program



Help Your Technology Startup Clients Create Business Models That Get Funded

ICAP is an immersive program that helps early-stage technology startups develop winning business models and go-to-market (GTM) strategies. Led by serial technology entrepreneurs, ICAP teaches companies how to master Lean Startup: a proven, evidence-based startup methodology developed by Steve Blank and taught at Stanford). ICAP helps prepare startups for participation in regional accelerators and eventual early-stage funding. Our participants:

- Learn what it takes to land early-stage funding in today's environment
- Use customer input to build the right product, for the right customer, the first time
- Build "ground up" business models that investors demand
- Recruit the best team to insure good plan execution
- Select the right strategic partners to accelerate their business launch

What are the Benefits of Participation?

Economic Development Associations

- Deliver a proven, turnkey startup assistance program with no additional funding needed
- Serve more local business startups
- Support local business ecosystem development.
- Receive continued guidance and support for teams as needed.

Universities

- Free, proven turnkey professional program to evaluate the commercial potential of faculty and researcher IP
- Increase support for spin-off companies
- Expanded private-public knowledge transfer network by participating in this state-wide program

Accelerators | Incubators

- Ability to funnel those "not yet ready" to a supportive program that prepares them for future investment
- Get a good first look at the performance of potential participants.
- ICAP vetted companies funnel back into your pipeline with investable business models

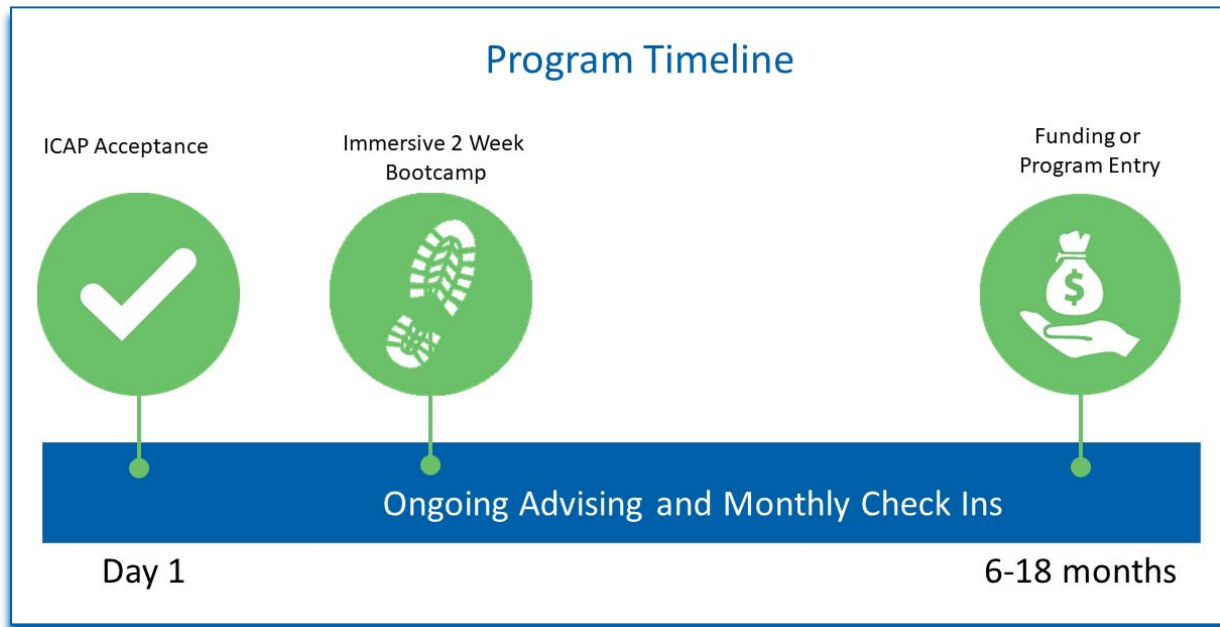
Program Details

Great startups give their customers what they want. ICAP teaches startup teams how to discover more about their customers using techniques taught in the National Science Foundations I-Corps program, developed by Steve Blank, successful entrepreneur and inventor of the Lean Launchpad course at Stanford.

Your role as host organization is to promote the program to technology early stage startups and entrepreneurs, using our simple marketing toolkit.

Ongoing support and assistance is provided, as needed, by ICAP and regional SBDC offices.

ICAP provides all the post program reporting (with specific follow up guidance for teams) to all collaborators.



What is Lean Startup?

Lean Startup is a scientific approach to creating and managing startups. It stresses the customer and their needs as central rationale for business formulation and helps teams de-risk their business models and accelerate product and market development. Taught by experienced entrepreneurs and investors, Lean teaches the way to build an evidence-based business plan, how to find potential customers, uncover their needs, and build a sustainable business model based on what you learn. Develop better commercialization outcomes for your startups. ICAP is an introduction to the skills and expectations for SBIRs, angel investment, acceleration programs and NSF grants.

Who Are We?

ICAP is an SBDC program serving technology entrepreneurs and product developers. ICAP is part of the Virginia SBDC Network funded by State of Virginia, George Mason University and local host institutions. Learn more here:

www.virginiasbdc.org/programs/icap

