

What is CUNY I-Corps?

CUNY I-Corps Site is an NSF (National Science Foundation) Site designed to facilitate the commercialization of the university research. The CUNY I-Corps Site provides unique programs and opportunities for critical skill development, networking, and industry collaboration within the 24 CUNY campuses. Through expert advice from mentors, investors, and serial entrepreneurs, the CUNY I-Corps Site aims to validate the market potential of student and faculty technologies, as well as assist with launching startup companies.

Upon completion of the CUNY I-Corps Site program, participants are eligible to apply for the NSF I Corps Teams program (an intensive 7-week NSF training with the opportunity to be awarded a \$25,000 - 50,000 grant) as well as many other funding opportunities.

Who is eligible to participate in CUNY I-Corps programs?

- All undergraduate and graduate students, doctoral students, post-doctoral researchers, recent alumni, administrative staff, and faculty from any of the 24 colleges within the City University of New York (CUNY) are eligible to apply.
- CUNY I-Corps Short Course participants should have a STEM-related technology
- CUNY I-Corps Innovation Challenge participants are welcome from all disciplines

1. Sample Text for LinkedIn/Email/Newsletter Distribution for Students

Are you an undergraduate or graduate researcher, post-doctoral candidate, and/or PhD candidate with a promising technology? CUNY I-Corps wants to talk to you! [Apply](#) for the chance to move your technology closer to commercialization!

Through CUNY I-Corps, you will receive:

- Up to \$3,000 for customer discovery
- Mentorship and coaching from top NYC serial entrepreneurs & industry experts
- Training to test & refine your business model from startup experts
- Further eligibility to apply to the NSF I-Corps Team program to be awarded a \$50,000 grant as well as many other future funding opportunities
- Access to a community of former program alumni, ecosystem members, investors, and more

Still have questions about the programs? Email us at CUNYICorps@cuny.edu or visit www.cuny.edu/icorps

Sample Text for LinkedIn/Email/Newsletter Distribution for Faculty – Option 2

CUNY I-Corps Site is an NSF (National Science Foundation) Site designed to facilitate the commercialization of the university research. The CUNY I-Corps Site provides unique programs and opportunities for critical skill development, networking, and industry collaboration within the 24 CUNY campuses.

CUNY I-Corps programs are designed to provide real world, hands-on training. Participants will engage extensively with industry members by conducting customer discovery. The goal of CUNY I-Corps is to assist faculty and students in bringing their ideas/inventions to market. Please consider these opportunities for your lab and your students.

Participation in either of the CUNY I-Corps programs (www.cuny.edu/icorps) may make you eligible to participate in the [NSF National I-Corps Teams](#) program with the opportunity to be awarded a \$25,000 - 50,000 grant. Completion of this program will also increase your chances for SBIR/STTR Funding for your startup.

Join CUNY I-Corps for an info session: [RSVP link and details] or email CUNYICorps@cuny.edu for more information.

Sample Text for LinkedIn/Email/Newsletter Distribution for Students and Faculty - Option 3

Do you have an innovation or technology that you want to take to market? Are you interested in learning about your potential customers, partners, and competitors? Want to learn how to commercialize your innovation? Hoping to build a startup?

If the answer to any of those questions is yes, join the CUNY I-Corps Site this Spring 2018 for two unique, entrepreneurship programs!

Students and faculty interested should visit www.cuny.edu/icorps or attend an info session: [Info Session Event Details].

Applications for the Short Course are due March 12th. Applications for the Innovation Challenge are due March 26th. Visit <http://bit.ly/CUNYICorpsApply> to apply or email CUNYICorps@cuny.edu to learn more.

Sample Tweets

- Looking to bring your research into the market? Through @CUNYICorps, you will receive mentorship, coaching and up to \$3,000 for customer discovery!
<http://bit.ly/CUNYICorpsApply>
- @CUNYICorps offers entrepreneurship programs to all CUNY students and faculty! Learn more about the programs they offer at an info session on [date] [RSVP link] [@campus]
- Want to launch your own startup? Join @CUNYICorps this Spring for their entrepreneurship training programs! cuny.edu/icorps
- Want to test your business idea? Learn about product market fit? Through @CUNYICorps, you will receive mentorship, training and up to \$3,000 for learning how to launch your startup!
<http://bit.ly/CUNYICorpsApply>
- Current #CUNY students, alumni and faculty interested in entrepreneurship should join @CUNYICorps at an info session on [date] [RSVP link] [@campus] to learn about their exciting programs!
- @CUNYICorps is one of the active @NSF I-Corps Sites preparing scientists and engineers to extend their focus beyond the university laboratory. Learn more about them at an info session on [date] [RSVP link] [@campus] cuny.edu/icorps
- Meet with industry leaders and network with other university innovators in similar research fields through the @CUNYICorps training program! Apply today at
<http://bit.ly/CUNYICorpsApply>
- Calling all #CUNY entrepreneurs! Join a @CUNYICorps program this Spring by filling out an application today! <http://bit.ly/CUNYICorpsApply>
- @CUNYICorps helps #CUNY students and faculty bring their business ideas to life. Attend an info session today to learn more about the opportunities they provide [RSVP link] [@campus]
- Do you have a #STEM technology? A business idea? Apply today to @CUNYICorps!
<http://bit.ly/CUNYICorpsApply>
- @CUNYICorps is sponsored by the @NSF with the goal of training university faculty, staff, and students about entrepreneurship. Students and faculty are invited to attend an info session today to learn more about the opportunities they provide [RSVP link] [@campus]

CUNY I-Corps Social Media Handles

Website: Subscribe cuny.edu/ICorps

Twitter: Follow [@CUNYICorps](https://twitter.com/CUNYICorps)

LinkedIn: Follow [@CUNY I-Corps](https://www.linkedin.com/company/cuny-icorps)