Discovering Customer Needs to Drive Innovation

**NOVUS I-Corps Program at Rutgers**

**In Person Only**
Workshop / Training
Networking Lunch

**Shifting your mindset from the science to the people it benefits**

Co-sponsored by [Rutgers Innovation Ventures](https://www.rutgers.edu/) & [NE I-Corps Hub](https://www.neicorps.org/)

Where: The Hatchery, Alexander Library, 165 College Ave, NB  |  When: Friday, Jan 13th, 9:00am - 1:00pm

**Attendees will learn:**

- **HOW to get started** with innovation & entrepreneurship to get your idea out of your head and grounded in the real world

- **To SHIFT your mindset** from research & technology to learning about Customers, what pain points they suffer, & what value your tech provides

- **WHO to approach** with your idea to get support & ensure that it is protected before starting your commercialization journey

- **The I-Corps frameworks** of Lean Launchpad, Business Model Canvas, and Customer Discovery as a foundation for launching a startup

**Who should attend?** Individuals or teams from all Rutgers campuses are invited:

- Rutgers faculty, post-docs, grad/undergrads developing a scientific or technical discovery
- Students who want to learn how innovation happens at Rutgers and potentially join a team
- Student Organizations / Program Leaders who want to engage with I-Corps to benefit their members

Register at [go.rutgers.edu/novus_rutgers_winter23](http://go.rutgers.edu/novus_rutgers_winter23)  |  Register by Jan 9, 2022