



# MILWAUKEE I-CORPS PROGRAM MINI-GRANTS APPLICATION GUIDE

## MINI-GRANTS GOAL

Upon the successful completion of the Milwaukee I-Corps program, teams are eligible to apply for further mini-grant support through the UWM Research Foundation in three categories. These mini-grants are intended to help startups in areas we have identified a gap in funding that can be crucial to advance the team to the next level for attracting follow on funds or for admission into other advancement or incubator programs.

To apply teams must follow the recommendations and requirements below and submit the proposal and any questions to the UWMRF program manager Dr. Jessica Silvaggi; [jessica@uwmrf.org](mailto:jessica@uwmrf.org). Please provide the following in your proposals:

- A CV or description of the person/company to be used/hired
- A timeline for the proposed project, i.e., days/months/hours; Gantt chart
- A budget for the proposed work
- A detailed description of the work to be performed
- Letters of engagement from the person/company with the cost estimate/invoice if appropriate

## MENTOR STIPENDS FOR FOLLOW ON PROGRAMS

A business mentor is needed for teams to participate in the NSF National I-Corps program or for the Wisconsin Ideadvance. To attract top-level qualified mentors, we are offering mini-grants of \$5,000 to mentors who join a team in one of these programs.

### Requirements for the mentor stipend mini-grant:

- Team must qualify as per the NSF National I-Corps application process as a “deep technology” <https://www.nsf.gov/pubs/2018/nsf18057/nsf18057.jsp#q6>
- Team must include at least 2 people to act as the technical and entrepreneurial leads for the program
- Team must have completed 25-40 customer discovery interviews in the program or thereafter
- Team must have an updated business model canvas reflecting the customer discovery process
- Team must have a letter of support from a qualified mentor (to be approved by the program managers) to participate in the 7-week intensive program

## CONSULTANT MINI-GRANT

Startups are most often lacking in expertise in many areas such as regulatory, finance, manufacturing, formulation, marketing, and other business areas. It is especially important that teams acknowledge this lack of expertise and find the additional team members, consultants, subject matter experts, and advisors to provide this crucial guidance. From our experience in the startup industry, both SBIR/STTR reviewers and investors highly weight the strength of the team when making funding decisions. The insights gained from the consultant mini-grant support will help our startups fine tune their go-to-market plan and attract further investments.

Proposals are not to exceed a total of \$3,000 in budget.



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**Requirements for the consultant mini-grant:**

- Team must have completed at least 40 customer discovery interviews in the I-Corps program or thereafter
- Team must have an updated business model canvas reflecting the customer discovery process
- Team must provide a proposal describing the consulting project to be performed, a CV for the consultant being utilized, and an engagement letter from the consultant regarding the work to be performed, number of hours, and cost for the consultant
- Types of consultants include but may not be limited to regulatory, formulation, manufacturing, marketing, financial planning, accounting, strategy, legal, social media, product development, prototyping, or sales.

## MVX MINI-GRANT

A minimum viable experiment (MVE) is an experiment designed to test the central premise of your business idea. We would like to offer mini-grants for teams to test their MVP in a tangible way such as A/B market testing, help with app design/software coding, focus groups, you tube videos, aid in creation of a crowd funding video, product packaging, or some other method to validate the product before looking for investor funding. We have named this mini-grant MVX as we don't know what your key next test will be.

The MVX proposals are not to exceed \$3,000 in budget.

**Requirements for the MVX mini-grant:**

- Team must have completed at least 40 customer discovery interviews in the I-Corps program or thereafter
- Team must have an updated business model canvas reflecting the customer discovery process
- Team must provide a proposal describing the testing to be performed which includes the proposed budget, any outside contractors to be utilized, and the qualifications of any outside contractors
- Examples of MVX testing may include but is not limited to: A/B testing, app design/coding, focus groups, you tube videos, crowd funding videos, product packaging, tutorial production, free-trials, or other relevant experiences

**Elements of a Minimum Viable Experience (MVE)**



Image from: <https://www.productplan.com/glossary/minimum-viable-experience-mve/>