



SUNY STARTUP
SUMMER SCHOOL

NSF I-Corps Short Course

Are you thinking about taking your idea to market?

S⁴ is pleased to offer this short course in collaboration with Binghamton University's NSF I-Corps Site.

LEARNING OBJECTIVES

- » Learn how to “get out of the building” and speak with potential customers.
- » Determine if you are solving a real-world problem with a sizeable market opportunity.
- » Identify new ways to apply your current or future research to solve real-life challenges.
- » Learn about I-Corps and determine whether you should apply to the I-Corps Teams national program.

INSTRUCTOR



TONY FRONTERA

Program Director, NSF I-Corps Site – Binghamton University

Tony teaches courses in Entrepreneurship, Business and Marketing at Binghamton University and has extensive experience in branding and marketing. He plays an important role in helping students translate startup ideas into viable business proposals.

INSTRUCTOR



TANYA WAITE

Partnership Manager, Research Foundation for SUNY

Tanya focuses on developing partnerships and forming and training startup company teams with a simple goal of getting technology to market.



The State University
of New York



Division of
Science, Technology
& Innovation

A Division of Empire State Development

JUNE 21 - JULY 25

SCHEDULE

JUNE 21 • 12PM - 1PM

Introductory Lunch & Learn Webinar

JUNE 27 • 12PM - 5PM

In-Person Kick-Off
SUNY Polytechnic Institute, Utica

JUNE 28 • 9AM - 1PM

In-Person Kick-Off
SUNY Polytechnic Institute, Utica

JULY 10 • 10AM - 11:30AM

Webinar Coaching Sessions

JULY 17 • 12PM - 1:30PM

Webinar Coaching Sessions

JULY 25 • 10AM - 2PM

In-Person Closing
SUNY Polytechnic Institute, Utica



U.S. Small Business
Administration

