



**Engaging Researchers and
Innovators for Commercialization at
HBCUs (EnRICH)**

**Q & A Session
Presented by:**

**Almesha L. Campbell
Liz Knapp
Taunya Phillips**

The program, “Engaging Researchers and Innovators for Commercialization at HBCUs” (EnRICH), is led by Jackson State University, with support from leadership at XlerateHealth and the University of Kentucky Office of Technology Commercialization



The goals of the program are to impact equity, diversity, and inclusion in innovations, and train faculty and students at HBCUs to critically evaluate the commercial potential of new healthcare innovations.

PROGRAM OBJECTIVES

- To impact equity, diversity and inclusion in innovations.
- To train faculty and students at HBCUs to critically evaluate the commercial potential of new healthcare innovations.
- To immerse faculty and students in the commercialization pathway development process.
- To support faculty and student participation in an established startup accelerator program.

ELIGIBILITY

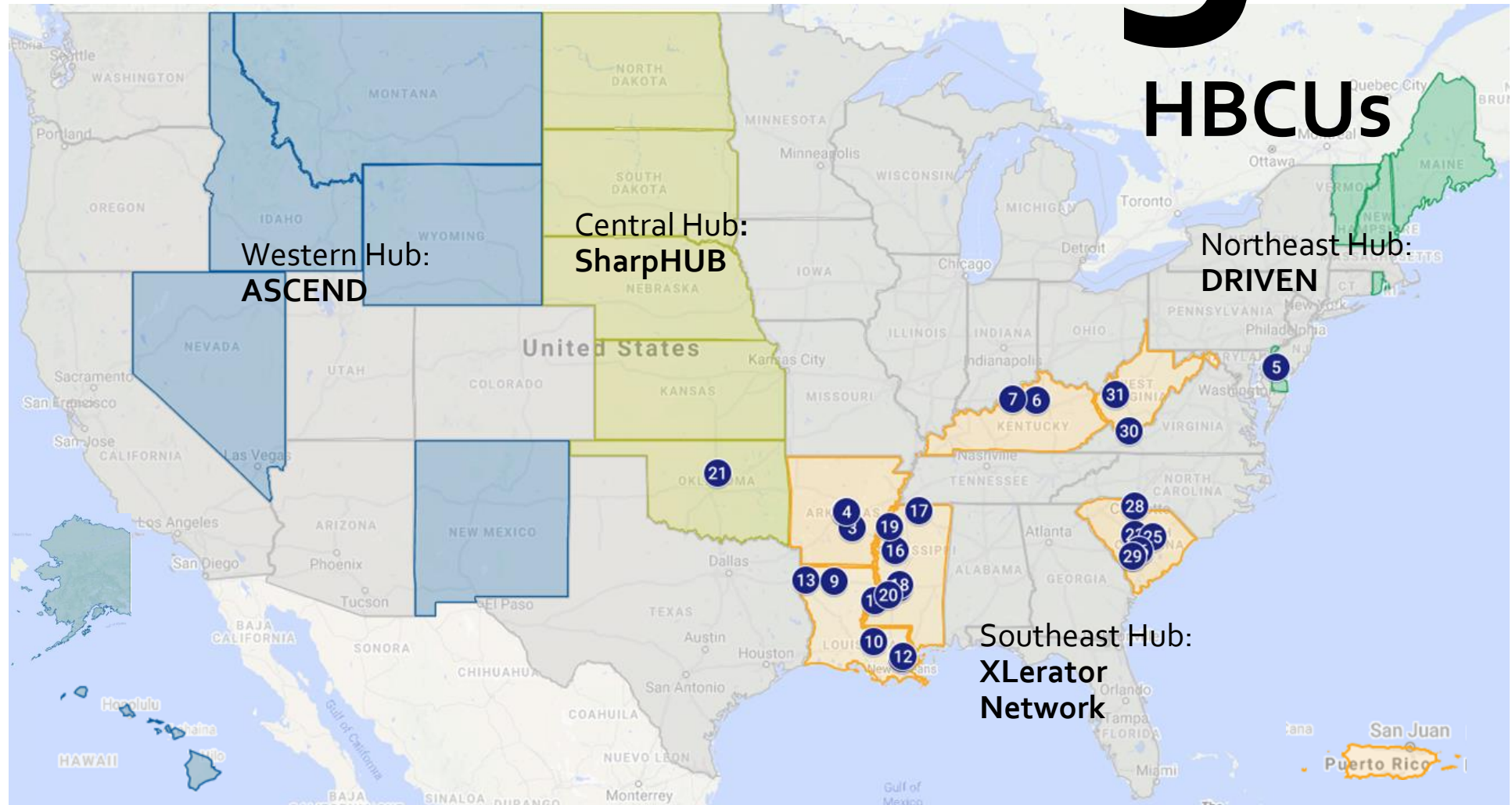
HBCUs in IDeA States*

31
HBCUs

EnRICH Eligible Schools

- 1 **AR** Arkansas Baptist College
- 2 **AR** Philander Smith College
- 3 **AR** University of Arkansas at Pine Bluff
- 4 **AR** Shorter College- North Little Rock
- 5 **DE** Delaware State University
- 6 **KY** Kentucky State University
- 7 **KY** Simmons College
- 8 **LA** Dillard University
- 9 **LA** Grambling State University
- 10 **LA** Southern University & A&M College
- 11 **LA** Xavier University of Louisiana
- 12 **LA** Southern University New Orleans
- 13 **LA** Southern University-Shreveport
- 14 **MS** Alcorn State University
- 15 **MS** Jackson State University
- 16 **MS** Mississippi Valley State University
- 17 **MS** Rust College
- 18 **MS** Tougaloo College
- 19 **MS** Coahoma Community College
- 20 **MS** Hinds Community College-Utica
- 21 **OK** Langston University
- 22 **SC** Allen University
- 23 **SC** Benedict College
- 24 **SC** Claflin University
- 25 **SC** Morris College
- 26 **SC** South Carolina State University
- 27 **SC** Voorhees College
- 28 **SC** Clinton College
- 29 **SC** Denmark Technical College
- 30 **WV** Bluefield State College
- 31 **WV** West Virginia State University

*shaded states, grouped by region and connected via virtual hubs



* IDeA States are those that receive less than 0.75 % of NIH's Research Budget, hence qualify for competitively awarded biomedical research funding under the Institutional Development Award (IDeA) Program.

KEY DATES

- 9-4-20 - Applications Due (11pm CST/12am EST)
- 9-11-20 - Acceptance Notifications sent (via e-mail)
- 9-14-20 - Deadline to confirm program participation
- 9-18-20 - Program Starts
- 11-20-20 - Program Final Pitch Competition

WHERE TO APPLY



- **Website -** <https://xleratornetwork.com/enrich/>



Powered by **XLerator**Network

10-Week Virtual Pre-Accelerator

Week 1: Introductions; Invention Disclosures and Intellectual Property

Week 2: Understanding How TTOs Work/ Evaluations (Patent Landscape Search/ Market Assessment)

Week 3: BMC/Customer Discovery Process

Week 4: Pivoting/Value Proposition

Week 5: Identify Your MVP/De-Risking Experiments

Week 6: Customer Discovery Presentation

Week 7: Leveraging Your TTO/ Funding Types

Week 8: Intro to Startup Formation

Week 9: Perfect your Pitch

Week 10: Pitch Competition



SELECTION CRITERIA

- Selected applicants will be chosen based on:
 - (1) the potential for validation of their concept,
 - (2) the potential for impact from their stated goals, and
 - (3) the clarity and effectiveness of the video presentation.

Instructors

Coaches experienced in entrepreneurial ventures, programs and education.

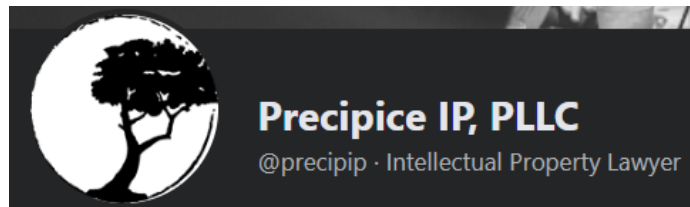
- **Almesha L. Campbell**, Ph.D.- Principal Investigator for the JSU I-Corps Site Program and the Director for Technology Transfer and Commercialization at Jackson State University;
- Atty. **Angela Grayson** - dynamic speaker and highly skilled patent attorney
- **Grant Warner**, Ph.D., National I-Corps Coach and Director of Innovation & Entrepreneurship and Associate Professor of Mechanical Engineering at Howard University.



Almesha Campbell, PhD



Angela J. Grayson, CIPP/US, CLP



Grant Warner, PhD



CURRICULUM

- Canvas
- Online Materials (free)
 - Udacity course: ["How to Build a Startup"](#) from The Lean LaunchPad by Steve Blank.
 - [Canvanizer](#) - online business model canvas template
 - [Testing with Humans, by Giff Constable](#) - Customer Discovery

KEY RESOURCES

The Program will leverage the expertise of:

- The University of Kentucky's Office of Technology Commercialization
- Jackson State University's Office of Technology Transfer & Commercialization
- JSU I-Corps Site Program (sponsored by the National Science Foundation)
- XLerateHealth



KEY TEAM MEMBERS

Special thanks to a dynamic team:

- Almesha L. Campbell, Ph.D. — *Asst. VP for Research & Econ. Dev/Director, JSU TTO*
- Ian McClure, J.D., LL.M. — *Executive Director, UK Office of Tech Commercialization*
- Taunya Phillips — *Senior Associate Director, New Ventures & Alliances (UK OTC)*
- Eugene Krentsel, Ph.D. — *Chief Scientific Officer, XLerateHealth*
- Jackie Wilmott, MSN, MBA — *CEO/Co-founder, XLerateHealth*
- Liz Knapp — *Program Manager, UK Office of Technology Commercialization*

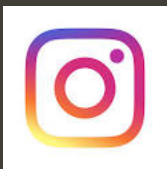
Other Support:

- Natalie Thurston, RN, MBA, CPHQ - *Program Director, XLerateHealth*
- Mary Topolsky, Ph.D. — *Asst. Director of External Programs, Forcht Center for Entrepreneurship, University of Louisville*
- Vera Anderson, *Web designer, XLerateHealth*

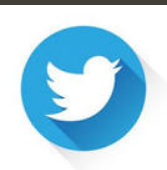


PROMOTION

Xleratornetwork.com/EnRICH



EnRICHprogram



EnRICHprogram



Facebook.com/EnRICHPreaccelerator

 **XLerator**Network

■ EnRICH

LED BY



ENGAGING
RESEARCHERS AND
INNOVATORS FOR
COMMERCIALIZATION AT
HBCUS

HBCU STUDENT OR FACULTY? LEARN MORE HERE!

Application Deadline: September 4, 2020 | Start Date: September 18, 2020

NIGMS Grant UT2GM130174



**NEW
PROGRAM
ALERT!**



QUESTIONS?
