SPARK / Lean LaunchPad
Information Session
About HFIC
A partnership between the Office of Technology Licensing and the Brandeis International Business School

The Hassenfeld Family Innovation Center was established through a generous gift from The Hassenfeld Family Initiatives to support the many innovative activities thriving on campus and to bring forth new initiatives and programs that advance your innovative and entrepreneurial endeavors. We’re here to help you with the next step - to provide you with opportunities and resources so your great ideas can have a meaningful impact.
Lean LaunchPad vs. SPARK

Lean LaunchPad is the educational component supporting you in navigating the process of making your idea real. It is a 12 module program, split between the fall and spring semester where you get support in building your business model, designing your product, and creating an organization from scratch.

SPARK provides seed funding helping you build your prototype and initiate the processes needed to start acquiring first customers.
Can you apply to both?

Yes, you can be part of both Lean LaunchPad and apply for SPARK funding. In fact, we highly recommend that potential SPARK applicants complete the Lean LaunchPad learning, though it is not required to be considered for SPARK funding.

Those interested in these resources can apply to Lean LaunchPad, SPARK or both via our Intent to Apply form.
Intent to Apply - Due Oct 5

Project Abstract
Please answer the following questions and how they apply to your project idea.

Which program(s) are you applying for? *
- SPARK
- Lean LaunchPad
- Both

Explain the problem your idea aims to solve: *

Maximum Allowed: 150 words. Currently Used: 0 words.

Who are you solving this problem for: *

Maximum Allowed: 150 words. Currently Used: 0 words.
LaunchPad

A new method and set of tools for launching successful businesses

LaunchPad offers end-to-end solutions to validate business hypotheses, testing for value and accelerating time to market.
Building Your Startup Roadmap

Are you up for it?
You'll have seven days to complete our "only the toughest will survive" challenges and secure your team a spot in the program.

MODULE 01
Basics of Customer Discovery 1.0
We're off to a great start - you might be able to pull this off. Now, is there anyone potentially interested in your product? Let's find out!

MODULE 02
Basics of Customer Discovery 2.0
Who are these people? What does their average day look like? How does your product make their day easier or better?

MODULE 03
Customer Discovery 1.0
Is there anyone else doing this already? Are you sure? Let's check again!

MODULE 04
Customer Discovery 2.0
What process does your customer currently have in place? Do they have a Band-Aid solution?

MODULE 05

Visit [https://www.brandeis.edu/global/innovation/lean-launchpad.html](https://www.brandeis.edu/global/innovation/lean-launchpad.html) for more info
Lean LaunchPad Time Commitment

- Four two-hour trainings, out of which you will need to attend at least two.
- You will meet with a Lean Startup Champion at the end of each module of the program. The fall portion of the program consists of five modules.
- Through the modules, you will be expected to go out there and speak to your customers, which can be time consuming, but responsibilities can be shared within a team.

Overall, to be successful in the program a 5-8 hour commitment per week per team member is needed. Building a business is time consuming, and the workload gets heavier as the business gets off the ground. This program is intended to give you an idea of what being a startup founder actually looks like.
3rd Annual SPARK Award

IMPACT THE WORLD WITH

Awarding a total of $50,000
3rd Annual SPARK Award

WHO?
Students (undergraduate and graduate), fellows, staff and faculty
*At least one team member must be a Brandeis affiliate

WHAT?
The SPARK Award provides pilot funding for innovative projects involving education, computer science, healthcare, economic solutions, environmental or social needs that have a positive impact.

Visit [http://www.brandeis.edu/otl/grants/spark](http://www.brandeis.edu/otl/grants/spark) for more info
3rd Annual SPARK Award

**WHEN?**
Fill out the intent to apply by October 5. The form can be found and submitted online at [www.brandeis.edu/global/innovation/intent-to-apply.html](http://www.brandeis.edu/global/innovation/intent-to-apply.html). Final applications are due **December 5** and final presentations will be in late January/early February.

**HOW?**
The application process has three phases; an intent to apply, a written application and a final presentation. Once the written applications are submitted, they are reviewed and top applicants are invited to pitch their project before a panel of entrepreneurs, investors, and prominent industry members.
What you **gain** by going through the SPARK application process

- Knowledge about writing a business proposal and market research through knowledge evenings
- Extensive Pitch coaching and experience giving a Pitch to business professionals
- Build contacts with industry professionals through mentoring sessions
- Potential funding for your project

*Fun fact: NO overhead will be taken out of awarded funds!*
Preparing for the Unfamiliar: An app for individuals with autism to prepare for doctor’s office visits (Heller)
Team Lead: Leah Igdalsky
A technology-based solution to help improve the experience of doctor visits for individuals with autism from team lead Research Associate Leah Igdalsky’14, this mobile app harnesses the power of social stories, which are similar to visual guides, to inform patients about what to expect and how to interact with healthcare providers. Future plans include a feature that allows customization, ensuring the app’s usefulness across various medical practices.

Biotech Elements (Brandeis IBS)
Team Lead: Tomer Goldstein
Brandeis International Business School (IBS) student Tomer Goldstein, MBA’16 and his partner, Eran Shriker of the Biotech Elements team, recognized the looming threat of climate change and developed an alternative energy source to reduce fossil fuel dependency. Having already developed a prototype, the team will use their award to scale up their technology and assess its feasibility.

Developing an Integrated Medical-Social-Legal Service Delivery System (Heller)
Team Lead: Rajan Sonik
Using SPARK funding, Rajan Sonik’s team will create a system to detect the social and legal needs affecting the health of individual citizens of Vermont. It will provide coordinated services that integrate the medical, social, and legal aspects of health care to keep people informed of the rights and services available to them.

Visit [http://www.brandeis.edu/otl/grants/spark](http://www.brandeis.edu/otl/grants/spark) for more info
Mapping the human eye with Sclervey (Physics)
Team Lead: Hermann Wellenstein
Corneas can develop deformities that inhibit and eventually eliminate sight in many individuals. Hermann Wellenstein’s team will generate a prototype that can quickly map deformed corneas and digitize them to make custom lenses more easily accessible, restoring sight to those who have lost it due to these mutations.

Cleanfield Capital Partners (Brandeis IBS)
Team Lead: Debarshi Nandy
This initiative will repurpose land that has been contaminated with hazardous waste or pollution for industrial or commercial purposes. The collective will reduce the liability risk of the entire portfolio via the implementation of an innovative new financial model. The resulting properties will be re-deployed into a combination of clean renewable energy, commercial and residential sites.

Discover Deis (Computer Science)
Team Lead: Ziyu Qiu
Discover Deis is a mobile application to help those new to or visiting the Brandeis campus navigate it more easily. Providing turn-by-turn instructions and notable features of the campus environment, this app will provide valuable information on what goes on in each building and how to arrive at your intended destination.

Visit http://www.brandeis.edu/otl/grants/spark for more info
LeanLaunchPad + SPARK = Success!

All teams selected for SPARK funding will be included in Lean LaunchPad training and modules in the spring helping them design their pricing strategy, revenue model, operations plan and marketing channels. This is intended as advanced preparation for subsequent funding or accelerator applications (e.g. Mass Challenge).
FAQs

Do I need a team in order to apply or can I apply as a team of one?
You can apply as a team of one, although successful teams usually have 3-5 team members. Please keep in mind that the workload will be higher if you are applying by yourself.

I don’t have an idea right now, but I have skills to offer a team. Can I still apply?
If that’s the case, we’ve provided an online form where you can add your name and we will do our best to help match your skill sets and interests with an already existing team. http://bit.ly/2douFHD

Can I add / change team members throughout the program?
Yes. We do recommend that you set the ground rules inside your team on how this is going to work.

Does the program support the creation of the actual prototype?
Yes, Lean LaunchPad supports understanding the features of your first product and SPARK provides seed funding to help you build it.
FAQs

Will it cost me anything?
We do not take equity in the businesses that come out of Lean LaunchPad and SPARK. Exceptions may apply for inventions by faculty or graduate students funded by the University. Please reach out to the Office of Technology Licensing otl@brandeis.edu if you have any questions with regard to equity and intellectual property.

What if I decide at the END of Lean LaunchPad that I want to apply for SPARK?
We would advise selecting both if you think you might be interested in funding at the end of Lean LaunchPad.

What if I receive funding, but my idea fails?
We will do our best to help you and your idea succeed. Sometimes good ideas fail and that's part of the entrepreneurial experience. We'll work together on understanding how best to use your experience for your future career.
Any more questions?

innovation@brandeis.edu