

# **ignite**

## **Fellow for New Ventures**

### **Program Overview**

One of the four signature programs of Ignite Cornell Research Lab to Market gap fund series. Launched in January 2022, this Ignite program funds and trains **Fellows with an entrepreneurial outlook to start technology ventures. The goal of the program is to build strong high-value new businesses, grow entrepreneur scientists and engineers, advance technology commercialization, and enrich Cornell's venture ecosystem.**

**In the first phase of the program, the Fellow will report to the Faculty Inventor, and in the second phase to the director of one of the three incubator/venture programs, which include the Praxis Center for Venture Development and the Center for Life Science Ventures (CLSV) on the Ithaca campus, and the Runway Startup Postdocs Program at Cornell Tech. Each phase will last up to a year, with the actual length adjusted based on the need of the project.** This model intends to leverage both the technical expertise of the labs where the inventions are created and venture incubation capabilities in the Cornell ecosystem to build a solid foundation for new ventures and to provide the Ignite Fellows with the technical and business trainings.

**The Fellow candidates can be either a Cornell inventor or an external candidate matched to a Cornell Invention. The Faculty Inventor should be a co-applicant of the proposal.**

**Each selected project will be funded approximately \$120K a year to support the compensation of the Fellow, basic experiment expenses, and travel expenses related to the venture project. The total amount in phase I and in phase II will be combined as the principle of a SAFE note to the startup company once it's established.**

**Proposals will be selected based on the potential of creating successful startups and building strong entrepreneur teams.**

### **Program Description**

#### **A. Program activities:**

All Ignite Fellows will be Cornell employees during both phases I and II of the program under full-time commitment, receiving a salary of \$65K a year plus benefits, and having access to research funding up to \$25K each year, a financial package up to \$120K a year.

	<b>Phase I Report to Faculty Inventor</b>	<b>Phase II Report to Incubator Director</b>
<b>Stage</b>	<b>Before</b> startup registration	<b>After</b> startup registration (Company is still a shell with no employees and operation)
<b>Length: “1+1” model</b>	Up to a year (likely 6-12 months)	Up to a year (likely 3-12 months)
<b>Supervisor</b>	<b>Faculty Inventor</b>	<b>Incubator Director</b>
<b>Space</b>	-Work at Faculty Inventor lab for technology development -Access to the Incubator as an associate member for business development and connections	-Work at Faculty Inventor lab for technology development -Access to the Incubator as an associate member for business development and connections
<b>Technology Development</b>	Proof of concept, new design, data collection, etc. (Directed by <b>Faculty Inventor</b> )	Prototyping, validation, beta-testing, etc. (Mentored by <b>Faculty Inventor</b> )
<b>Business Development</b>	Market analysis, customer discovery, competitive analysis, business plan/canvas development, etc. (Mentored by <b>Incubator Director</b> )	Connect to entrepreneurs and investors, apply for SBIR/STTR, sharpen business strategy, etc. (Directed by <b>Incubator Director</b> )
<b>Business Training (At initiation)</b>	-Business Primer and Legal Primer offered by a leading law firm -Market Navigator -SBIR/STTR facilitation -Additional I-Corps session if not completed prior -Business classes at Cornell when relevant	
<b>Intellectual Property</b>	Cornell has generated <a href="#">FastTrack Startup Licenses</a> which can be used under the program for quick access to technologies with favorable terms.	
<b>SAFE note</b>	100% of phase I and phase II funding will be the combined principle for a SAFE note (a simple agreement for future equity similar to what Y Combinator uses) issued to the startup company, with a discount rate but no cap.	

Faculty Inventor: whose lab the technology was generated and whom the Ignite Fellow will report to in phase I.

Incubator Director: Director in one of three Cornell incubators and venture programs, the the Center for Life Science Ventures (CLSV), the Praxis Center for Venture Development, and the Runway program at Cornell Tech.

Entrepreneur in Residence: The program may hire EIRs to work closely with Ignite Fellows. EIRs will be individuals who have successfully exited companies and raised significant professional financing. They are likely in a stage looking for the next opportunities and/or are interested in engagement with university venture ecosystems. They will likely be individuals who are Cornell alum or have Cornell connections.

SAFE: background information for SAFE from Y Combinator can be found at <https://www.ycombinator.com/documents/>

The Faculty Inventor and Incubator Director will meet regularly to evaluate progress and adjust action plans.

Given the different technology and business fields and available connections and resources, the program will allow some variations in format and emphasis, which are under the discretion of the directors of the incubators and venture programs.

## **B. Eligibility:**

1. Technology: Projects based on Cornell innovations from Cornell's Ithaca, Geneva, and Cornell Tech campuses will be considered. Technologies used in the application should have been disclosed to CTL.
2. Applicant: Ignite Fellow candidate
  - i) A Cornell inventor of the technology that will be the basis of the proposed startup, who is a Ph.D. student graduating within six months of the application, or a current Cornell Fellow; ii) OR an external or internal candidate with the relevant technical expertise in the field of the technology but not an inventor of the technology; iii) in either case endorsed by the Faculty Inventor; iv) devoted themselves to be the technology champion and as the entrepreneur or part of a team to launch the startup and develop the products.
  - Candidate must have the ability to work in the US. US citizens, US permanent residents (green card holders), and non-immigrants with unrestricted employment authorization (visa holders) are eligible to apply.
3. Co-applicant: Faculty Inventor whose lab the technology was generated and whom the Fellow will report to in Phase I of the program.
  - Faculty inventor will be the co-applicant for the application i) endorsing the Fellow candidate to be the technology champion for the startup potential, ii) committing to the commercialization path for the technology.

4. Additional consideration:

- Applicants who have gone through programs such as I-Corp from NSF, Commercialization Fellow from Engineering College, or other similar programs prior to application are preferred.

**C. Applications:**

Applications are accepted one cycle per year in the spring. The targeted starting time for Ignite Fellows is the beginning of Cornell fiscal year in July. The actual starting time can vary for different projects with the approval of the Committee, provided that all accepted Ignite Fellows are committed to attending the initial training sessions after or prior to their official starting time.

The application package should include the following information:

1. Opportunity:

- i) Technology: A brief overview of the underpinning technology, developmental status, proof-of-concept that have been demonstrated, patent application (or other Intellectual Property), and status.
- ii) Market and competition: Overview of product ideas, customer discovery, market analysis, competitive landscape, and early indication of interests from investors, partners, and entrepreneurs.
- iii) Proposal:
  - Key technology and business activities proposed for phase I and phase II, respectively, with measurable milestones/deliverables to be accomplished.
  - Provide a rationale for why the proposed activities and milestones are important for building the startup and their impact on funding raising, product development, and team formation.

2. Applicant (Ignite Fellow):

- Personal statement about the motivation to be an entrepreneur and the reason to pursue a particular business idea. Description of early experience and exposure to entrepreneurship will be helpful.
- CV or resume with two references.

3. Co-applicant (Faculty Inventor):

- Statement to endorse the Ignite Fellow for the opportunity and proposal, and commit time and effort to supervise the Ignite Fellow and support the startup direction for the technology.

**D. Application Review and Selection process:**

1. The selection and awards will be decided by the Ignite Fellow for Ventures Committee. The Committee will consist of **external committee members, two faculty representatives, the directors of the three participating incubators and venture programs, and the Executive Director of CTL**. The external committee members will include early-stage venture investors and successful technology entrepreneurs who are familiar with university technology development and startup ecosystems and volunteer their time to support Cornell's innovation. Faculty representatives will be individuals with venture background and experience guiding next-generation entrepreneur engineers and scientists.
2. CTL will send eligible proposals to the Committee for review after initial screening for compliance. Two to three Committee members (sub-committee) will be assigned to each proposal for interviewing the applicant and co-applicant. Committee members can invite other technology advisors with domain expertise, if needed, to join the interviews.
3. A meeting where applicants will present to the Committee will be organized by CTL. The presentation shall include:
  - Brief summary of the proposed technology and potential products.
  - Market needs and competitive advantages.
  - Current development status.
  - Proposed activities to advance technology and business potential.
  - Customer discovery summary, early investor and partner feedback.
4. Based on the submitted proposals, presentations, and interviews, Ignite Committee for Fellow for Ventures will reach the final decision within a 4–6-week window after the closing of the applications.

#### **E. Joining the program:**

1. Each selected Ignite Fellow should generally start within six months after their acceptance to the program. Normal Cornell hiring procedure and conditions for Fellow will apply. An Ignite Fellow Agreement covering responsibilities and obligations will be executed at the time of acceptance.
2. Ignite Fellows should attend all required initial training sessions after or prior to their official start.
3. After the onboarding process, Ignite Fellows should follow program activities as described at the beginning of the document. Their supervisor can specify more details and overall Ignite program management procedures. Progress will be evaluated continuously by the Faculty Inventor, Incubator Director and EIR.

4. Ignite Fellows will provide progress reports to Ignite program management at least every six months, which can be shared to the Committee.

**F. Advancement from Phase I to Phase 2 to the program:**

1. It is expected that the new venture will be registered before the end of 12 months of phase I. The Committee will decide whether an Ignite Fellow and the related business opportunity is on track to receive the Phase 2 funding.
2. If the Ignite Fellow and the related business opportunity is progressing to the next stage earlier and wish to advance to Phase 2 of the program, approval can be obtained when more than half of the Committee members voted in favor.
3. If the Ignite Fellow and the related business opportunity is successful in fund raising and no longer needs Phase 2 financial support from the program, it can graduate without Phase 2.
4. Ignite Fellow and Faculty Inventor might decide not to pursue the business opportunity as a startup after Phase I development and further evaluation. They should submit relevant data, analysis, and reports to the Committee, which may help CTL for IP and other commercial licensing decisions.
5. Phase I could be extended with the approval of the Committee, but only in a rare and unique circumstance.

**G. Graduation from the Program**

1. Once the company is able to raise funding to hire employees and start operation, Ignite Fellow will graduate from Phase 2 of the program. Such funding will include equity investment, debt financing, and grants from the government or other sources.
2. After graduation from the program, a company can become a resident company of Praxis or McGovern incubators if such admission is granted. There is no obligation for the company to enroll in the incubator.
3. The program will not exceed the 2-year maximum for an individual Ignite Fellow even if the company has not reached the status of independent operation in that time frame.
4. All Ignite Fellows whose companies successfully reached the status of independent operation and graduated will receive a certificate from the program.

5. Within one month of leaving the program, Ignite Fellows should submit the final reports to CTL, including technical and business achievements and results. Program alumni are also required to provide updates to CTL on funding-raising activities after graduation.
6. Program alumni will be invited to present at Cornell events or similar to help with their business connections or highlight Ignite programs.