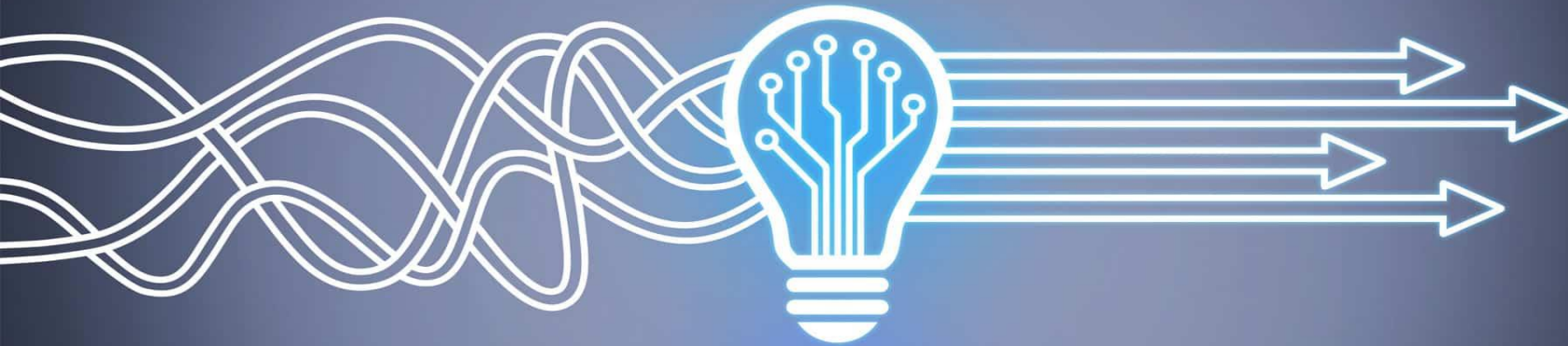




OFFICE OF INNOVATION AND  
CORPORATE PARTNERSHIPS  
*The UNIVERSITY of OKLAHOMA*

Presents

# *iPath*: Innovation Pathway



## **iPath will help you:**

- Articulate the value of your business proposition
- View your discovery through a market lens
- Prepare to go to the market

## **Who Should Apply:**

- Any OU founder (faculty, staff or student) or OMRP Researcher with an idea to test in the market

**Apply for Phase I Today at...**  
[Phase I Application](#)

“A multi-step journey to better understand where your idea fits in the marketplace...and how to advance it...”

- Now done in 3 Phases:
- A multi-week ideation process (I)
- A self-paced planning platform (II)
- An in-person workshop (III)

For more information go to

<https://www.ou.edu/oicp/ipath>



## Who Should Apply?

- Startups trying to raise capital and scale their business
- Inventors trying to figure out their options to commercialize
- Researchers looking for the best path forward for their discovery.
- Entrepreneurs with an idea to go to market
- Founders wanting to meet local and regional investors

# What Will You Learn?

- Market validation
- Customer discovery
- Finding the right investors
- The components of a pitch
- Why investors say no
- Presenting your opportunity
- Identifying funding needs
- What investors look for
- Insights from entrepreneurs
- Developing your plan
- Refining your financials

And much, much more

# Schedule By Topic

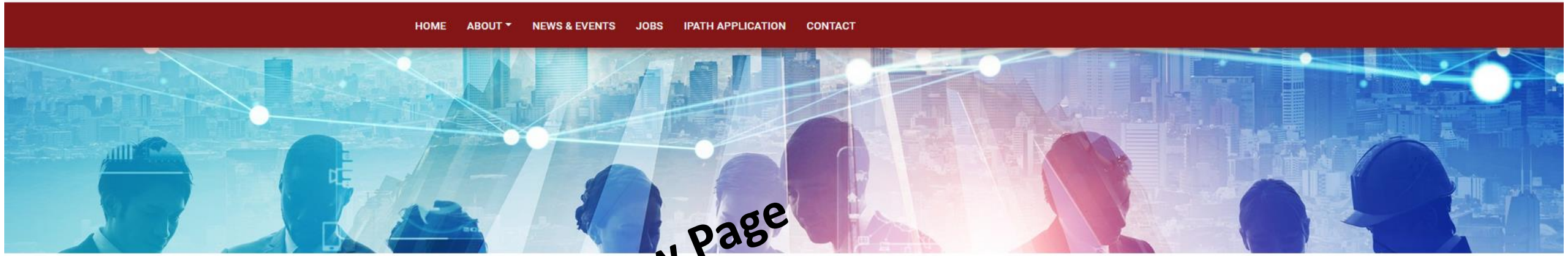
| <b>Phase I:<br/>Ideation</b>   | <b>Phase II:<br/>Business Plan Development</b>  | <b>Phase III:<br/>Capital Workshop – 2 Days</b>   |
|--|---|---|
| <p>Ideation with WKI*<br/>Weekly Coaching<br/>Slack Channel</p> <p><a href="https://wendykennedy.com/">https://wendykennedy.com/</a></p> | <p>LivePlan Subscription<br/>Slack Channel<br/>Coaching Assistance</p> <p><a href="https://www.liveplan.com/">https://www.liveplan.com/</a></p> | <p>Preliminary Pitches<br/>Mentor Feedback Sessions<br/>Investor Readiness<br/>Pitch Refinement<br/>Live Pitches to Investors</p> |

| Phase I   | Kickoff Call         | Date  | Time       |   |
|-----------|----------------------|---|------------|---|
|           | Ideation Call 1      | Date  | Time       | WKI Modules 1 and 2 (completed for call)                              |
|           | Ideation Call 2      | Date  | Time       | WKI Modules 3 and 4 (completed for call)                              |
|           | Ideation Call 3      | Date  | Time       | WKI Module 5 (completed for call)                                     |
|           | Ideation Call 4      | Date  | Time       | WKI Module 6 (completed for call)                                     |
|           | Ideation Call 5      | Date  | Time       | WKI Modules 6, 7 & 8 (completed for call)                             |
|           | Ideation Call 6      | Date  | Time       | WKI Module 9 Open Q & A   |
|           | Phase II             | Business Plan Development<br><i>With Customer Discovery</i> | Self-Paced | Up to 1 Year  |
| Phase III | iPath Workshop Day 1 | Date  | Time       | Keynote “Lessons from the Trenches”<br>Finance Speaker/Investor Panel |
|           | iPath Workshop Day 2 | Date  | Time       | Mentor Sessions, Pitch Prep and Capital Strategy Workshop             |
|           | Evening Event        | Date  | Time       | Pitches and Investor Reception  |

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**Replace with New Page**

## iPath

"A journey to better understand where your idea fits in the marketplace...and how to advance it..."

- John Banak

OU's newly named Innovation Pathway, now shortened to iPath, this program held its inaugural installment in the first half of 2022 at OU's Health Science Center campus. The program has now been expanded to accommodate faculty, students or staff innovators from any of the OU campuses. Any OU founder – faculty, staff or student – with an idea to test in the market is encouraged to apply.

- What is iPath?
- Who should apply?
- What will you learn?
- Why isn't cost mentioned?

iPath sessions are scheduled on a rolling basis in small cohort groups. Apply now to join the next session.

[APPLY FOR IPATH](#)

## Cohort I

Dr. Vibhudutta Awasthi

Dr. Eric Sherburn

Dr. Evan Floyd

Dr. Hala Chaaban

Dr. Rajani Rai\*

Dr. Vishal Chandra\*

\*representing Dr. Doris Benbrook

*April 14, 2022*

## Cohort II

Dr. Alberto de Armendi

Dr. Michael Businelle

Ann Gettys

Dr. Anne Kasus-Jacobi

Drs. Kelly Lucas and Sharukh Khajotia

Elijah Robertson and Dr. Suzanne Kimball

Dr. Carol Webb

*September 7, 2022*

Apply for Phase I Today  
At  
[Phase I iPath Application](#)

Due to the popularity of the program, we have decided to take all comers!

We will begin a new cohort every time we get six applicants