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 OMRF 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

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https://wendykennedy.com/  
https://www.liveplan.com/
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| Phase II | Business Plan Development With Customer Discovery | Self-Paced | Up to 1 Year | LivePlan Subscription with Coaching |

| Phase III | iPath Workshop Day 1 | Date | Time | Keynote “Lessons from the Trenches” 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 |
Office of Innovation and Corporate Partnerships
The University of Oklahoma

iPath

"A journey to help you understand where your idea fits in the marketplace...and how to advance it..."
- John Valente, Assistant Vice President for Entrepreneurship

iPath, formerly Innovation Pathway, now shortened to iPath, this program held its inaugural installment in the first half of 2022 at OU’s Health Science Center in Oklahoma City. 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.
Cohort I
Dr. Vibhudutta Awasthi
Dr. Eric Sherburn
Dr. Evan Floyd
Dr. Hala Chaaban
Dr. Rajani Rai*
Dr. Vishal Chandra*

*representing Dr. Doris Benbrook

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

April 14, 2022

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