



# Turn your research into a viable business opportunity.

Identify valuable product opportunities, validate your idea, and gain entrepreneurial skills.

The I-STEM program offered through UNB's J Herbert Smith Centre is a targeted curriculum based on the I-CORPS methodology developed by the U.S. National Science Foundation.

It teaches investigators how to identify potential business opportunities, validate ideas and products, and begin the commercialization process.

Through this 7-week program, participants:

- Develop entrepreneurial skills and mindset
- Interview industry contacts to determine market fit
- Come to a clear go/no-go decision
- Develop a transition plan to move forward

# Join Our Next Cohort

We are currently recruiting talented researchers with potential business and product ideas to join our next cohort.

Get out into the field, talk to customers, and test your hypotheses!

**To apply, please visit:**

<https://es.unb.ca/forms/i-stem-application/>

**Kick Off**  
Sept 28-30

**Weekly Meetings**  
Oct 7-Nov 4

**Closing Session**  
Nov 9-10

**Program Lead**  
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