

Upcoming Events

Applying to the National Institutes of Health AREA Program Brownbag

Presented by: Susan Campbell, Pre-Award Officer

Tuesday, November 8 and Wednesday, November 9

Location: 200 Boone Hall

Time: 12:30-1:30pm

Research Development from Idea to Analysis: Learn to Avoid the Pitfalls and Streamline the Process

Presented by: Matthew Dick, Graduate School Statistics Consultant

Tuesday, November 8 and Wednesday, November 9

Location: 302 Halle

Time: 4-5pm

Applying to the Health Resources & Services Administration Brownbag

Presented by: Donelle Goerlitz, Pre-Award Officer

Tuesday, November 15

Location: 101 Marshall

Time: 12:30-1:30pm

Graduate @ the Podium, A Presentation Opportunity for Graduate Students

Presented by: The Office of Graduate Studies and Research

Friday, November 18, 2016

Location: 3rd Floor, Student Center

Time: 8-11:30am

How to Build a Budget Brownbag

Presented by: Christine Kropelnickyj and Susan Campbell, Pre-Award Officers

Monday, November 28 and Tuesday, November 29

Location: 224 Rackham

Time: 12-1pm

Finding Funding for Graduate Students

Presented by: Donelle Goerlitz, Graduate School Coordinator

Tuesday, November 29 and Wednesday, November 30

Location: 302 Halle

Time: 4-5pm

You Got the Grant, Now What?

Featuring: A "Recently Funded" and ORDA Post-Award Officers panel

Friday, December 2

Location: 320 Halle

Time: 8:30-10:30am



EMU's first student I-Corps participant, Emily Schwinghamer, shares her experience.

Emily Schwinghamer has a vision for Milkweed: its commonplace use as a sustainable source of cellulose fibers, which could potentially reduce the need for non-sustainable fibers like polyester and cotton.

Schwinghamer, an Apparel, Textiles and Merchandising Masters student, says her research is focused on "developing an understanding of Milkweed fibers sufficient that it will one day be commonplace as a fiber additive, valued for its lightness, UV protection, thermal insulation, et cetera," and hopes to "pioneer a major advance in textile technology that helps redefine humanity's relationship with its environment and apparel in a positive way."

Despite Schwinghamer's passion for her research, its practical application was not something she considered prior to her participation in EMU's I-Corps program.

Innovation Corps (I-Corps) is an entrepreneurial-based regional and national workshop through the National Science Foundation that provides consumer interaction and guidance for researchers looking to clarify their path to achievement of goals, reaching target markets and fulfilling their problem solving potential.

In 2016, four teams from EMU completed the Michigan Regional I-Corps workshop program, which was held in the spring, at the Wayne State Center for Entrepreneurship within the Col-

lege of Engineering at the University of Michigan. Schwinghamer was EMU's first student participant.

"I-Corps is all about avoiding wasted time and resources on research that is unlikely to find usefulness or profitability, and instead, looking at the current climate or practices for your research and its potential marketability," said Schwinghamer.

Opportunities to conduct market research included 30 interviews with people from varied customer segments, and interactions with experienced potential mentors.

End products focused on logging interviews, identifying potential customers and customer needs addressed by research, planning for development, maintenance of customer base and partners, and revenue models.

"This experience provided me with a sort of market-discovery roadmap. It was invaluable in helping me understand the way my research fits into the real world, and provided a very clear procedure that I was unlikely to arrive at on my own. I am, now, much better equipped to take my research as far as it can go."

For additional information contact Melinda Marion, Director of the Office of Technology Transfer Director. News release: <https://www.emich.edu/univcomm/releases/release.php?id=1463759501>