



# I<sup>3</sup>: Ideas, Insights, Impact

Do you want to increase the impact of your research?  
What if your project succeeds... but no one notices?

I<sup>3</sup> is a new program that helps postdocs learn and apply new skills to sharpen their research focus and maximize impact in their fields.

This free 5-week program will introduce you to key concepts that directly address these kinds of problems. Working in a team, you will learn and apply skills to sharpen your research focus and innovation mindset, while growing your professional networks.

## ■ ■ ■ How does it work?

1. As part of a team of 2-3 postdocs/graduate students, choose an innovative **idea** from your own research or the WARF catalog
2. Attend two live online training workshops on how the business model canvas, discovery interview process, and market research can help your research
3. Use the customer discovery process with your team to gain **insights** into who values the idea, and why
4. Receive feedback from experienced mentors throughout the process
5. In the final workshop, present what you have learned as a team about why your team's innovation provides value and **impact**, or why it does not

## ■ ■ ■ What will I get out of it?

- Gain valuable insights on the next steps for your research/development
- Experience the value of these concepts in action and identify pain points
- Develop new connections and expand your professional network
- Join a community of postdocs seeking to develop new skills and connections

## ■ ■ ■ When is it?

Tuesdays 1:00 pm – 2:30 pm January 12 to February 16, 2021

## ■ ■ ■ How do I join?

Register at [go.wisc.edu/2ou0ss](https://go.wisc.edu/2ou0ss) by January 5th, 2021

Questions? Contact Alyssa Adams ([amadams4@wisc.edu](mailto:amadams4@wisc.edu))

<https://bit.ly/IdeasInsightsImpact>