



# **INNOVATION WITH EMPATHY:**

## **Designing Solutions That Matter**

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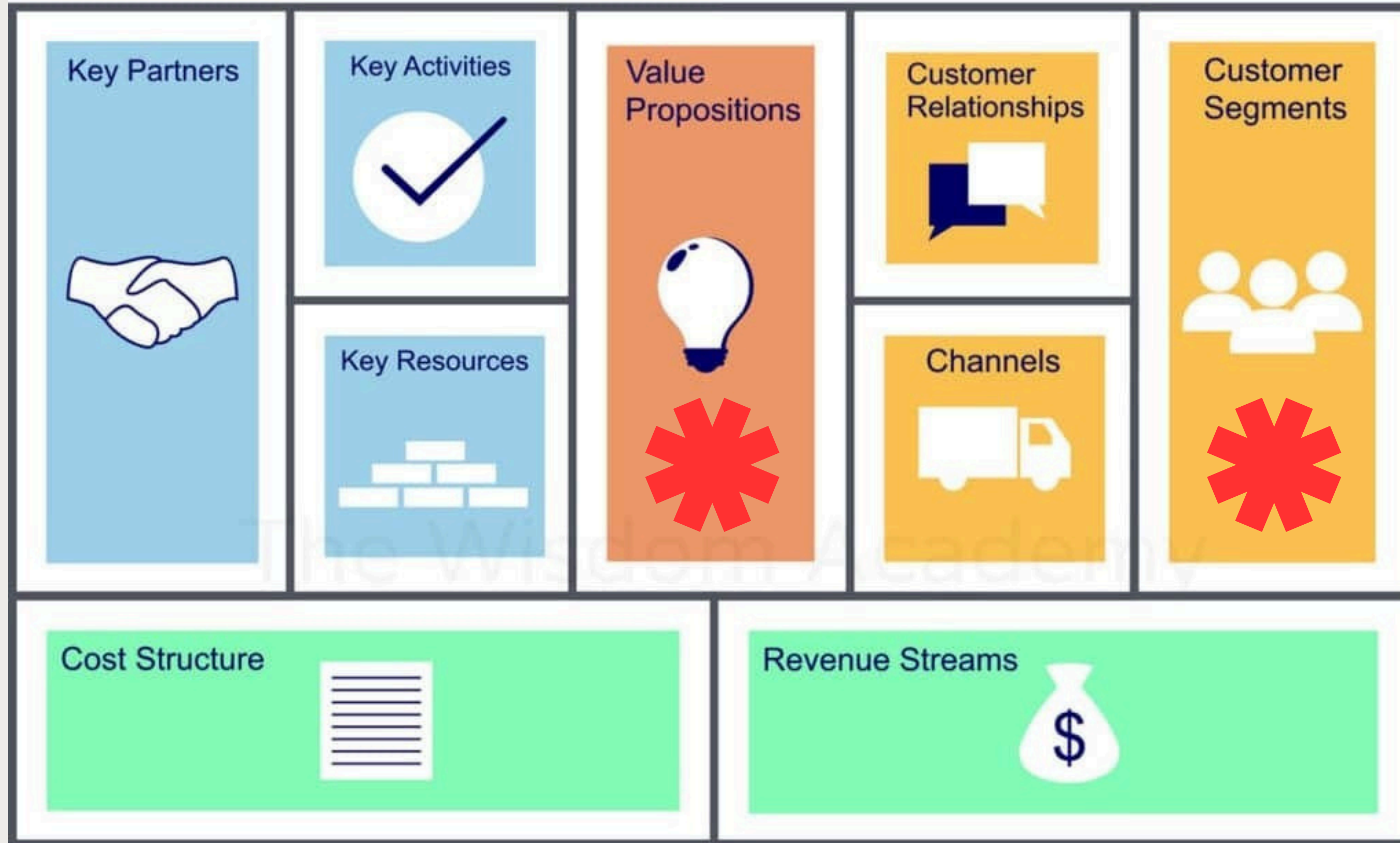
# What is I-Corps?

**Experiential NSF program prepares scientists and engineers to extend their focus beyond the laboratory.**




**I-CORPS = REDUCE MARKET RISK**

# Business Model Canvas





# CUSTOMER DISCOVERY

- We created a solution for a problem
  - State our problem clearly
  - Interview to determine if the problem is truly a sharkbite problem for our customers
- 



# 4 Reasons to Replace Nasal Swabs With

**microwash**  
nasal sampling



## Higher-Sensitivity Samples

Independent academic research shows up to **49% greater sensitivity** in PCR testing compared to nasal swabs.



## Safe & Simple to Use

Decreases clinician infection risk and is **more easily and reliably administered** compared to nasal swabs.



## Shelf-Stable

Has a **three-year shelf life**, while nasal swab kits generally expire after one to two years.



## Comfortable

**Alleviates fear and anxiety** that may lead to test avoidance with a 0.3/10 patient pain rating, compared to nasal swabs at 8/10.

# PROBLEM – SOLUTION – HYPOTHESIS

## Problem

Current viral testing solutions are  
invasive and painful

## Solution

The Microwash eliminates the need  
for a swab in the nose and instead  
use a simple nasal lavage

## Hypothesis

Customers rate current swab methods between  
7-10 on a pain Likert scale

Customers would pay more for a method that  
would allow them to avoid the swab method

**microwash**

# HYPOTHESIS:

CUSTOMERS RATE CURRENT SWAB METHODS BETWEEN 7-10 ON A PAIN LIKERT SCALE

# QUESTIONS:

TELL ME ABOUT YOUR LAST EXPERIENCE WITH A NASAL SWAB TESTING KIT.

HOW WOULD YOU RATE YOUR PAIN USING THIS KIT ON A SCALE OF 1-10.

TELL ME ABOUT YOUR EXPERIENCE WITH OTHER STYLE TESTING KITS.

HOW WOULD YOU RATE YOUR PAIN USING THESE KITS ON A SCALE OF 1-10.



# LET'S APPLY THIS METHOD TO THE COMMUNITY







# DON'T FALL FOR THESE TRAPS!



- **HOMELESSNESS**
- **DISPARITY IN HEALTHCARE FOR BLACK WOMEN**
- **IMMIGRATION LAW**
- **LGBTQ OPPRESSION**
- **EQUAL PAY**
- **LACK OF SUPPORT SERVICES FOR VETERANS**
- **VOTING RIGHTS FOR FORMERLY INCARCERATED AMERICANS**
- **HEALTHCARE COSTS**

# PROBLEM – SOLUTION – HYPOTHESIS

Problem

?

Solution

?

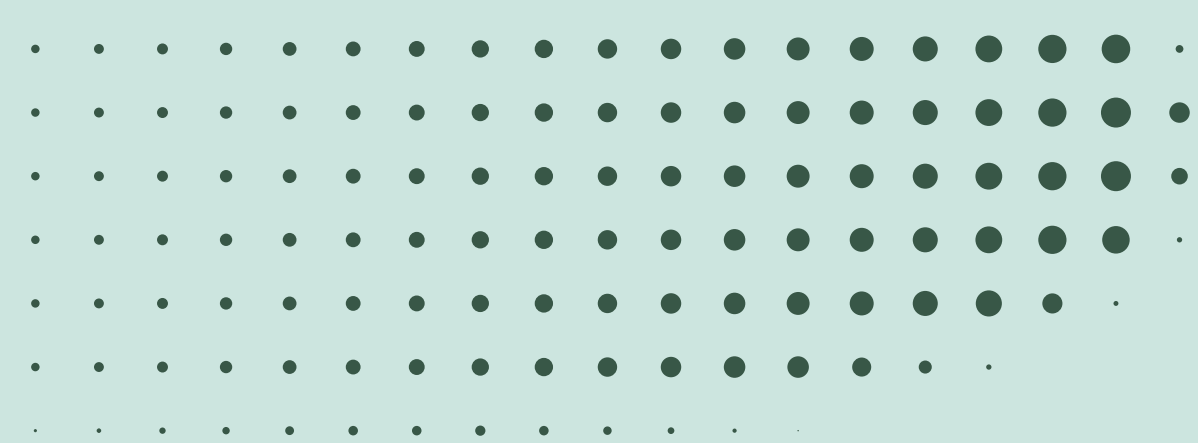
Hypothesis

?

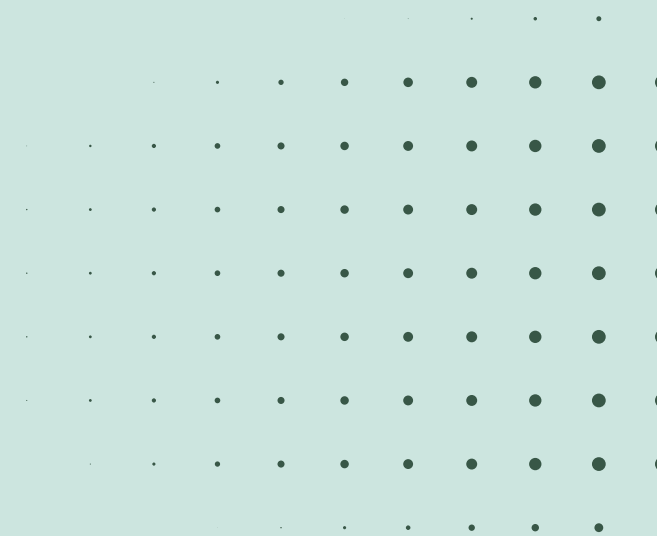


# WHO ARE YOU INTERVIEWING?

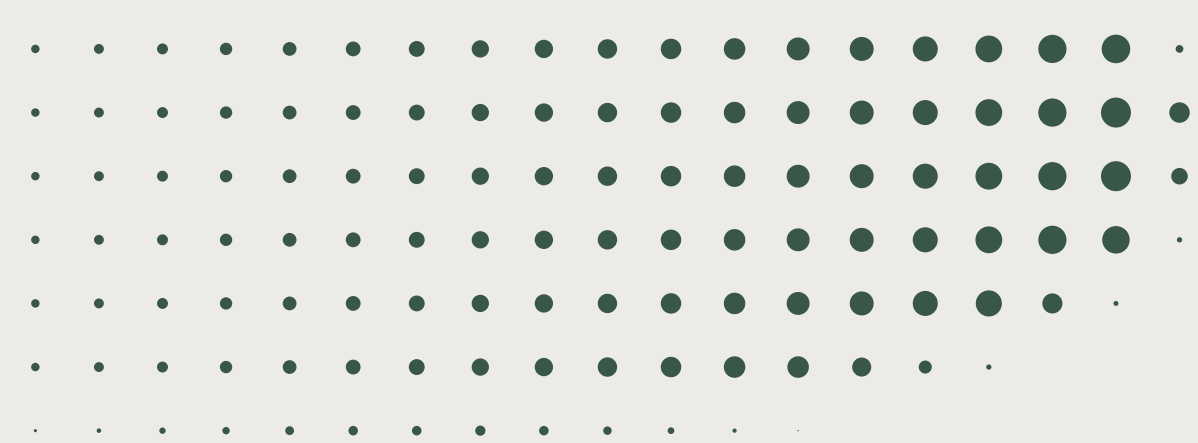




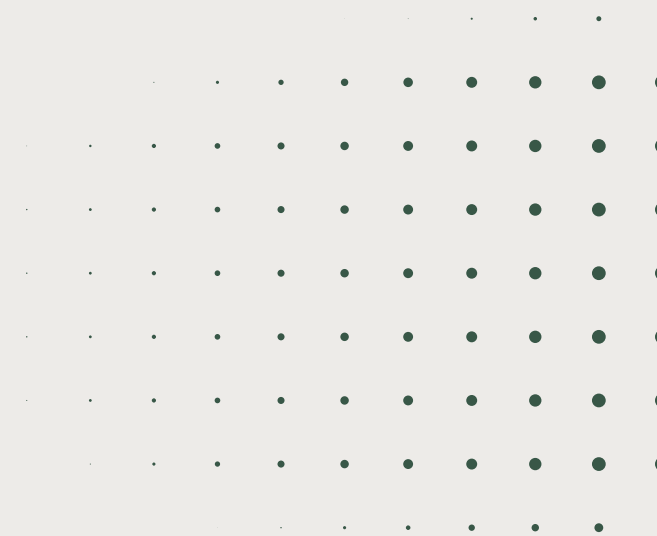
# WORK AT YOUR TABLES







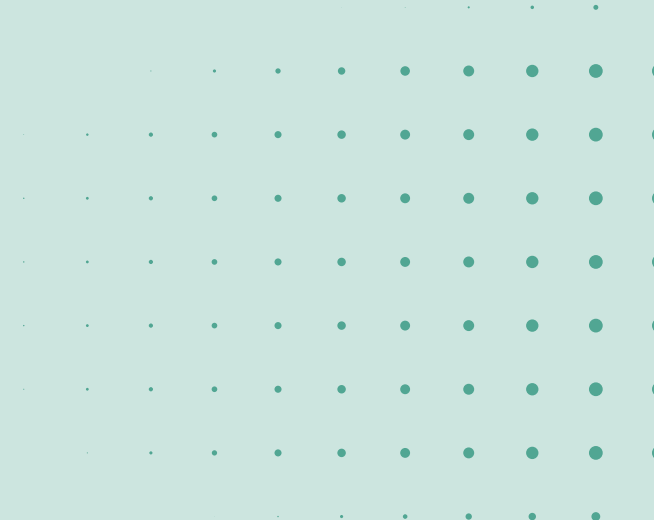
# WHAT DID WE LEARN?





# WHAT DID WE LEARN?

PROBLEM-SOLUTION FIT  
DATA-DRIVEN SOLUTIONS  
ASK, DON'T TELL  
NO WHITE SAVIORS



# THANK YOU

