Making Green Innovation Work
or How NSF I-Corps Connected Our Lab To Farmers, Manufacturers, And Jobs.

Discovering Customer Needs through I-Corps.

At Marriott’s Innovation Center, we need to reduce friction for our guests, surprise them, but be authentic.

“SHOW ME SOME METRICS THAT MATTER?”
Max Green, NSF.

We Hypothesized that our Customer Segments included Hotels and Resorts, Restaurants, Residential and Commercial Pools, LEED Bldgs, and New Apartments.

“We need an MVP to test customer passion.”
Steve Blank, Serial Entrepreneur

We made prototypes with Triton Metals in Hollywood, MD...
...and Bell Nurseries provided plants.

“Customer Acquisition Costs needs to be much, much less than the Life-Time Value of a Customer”
Bob Storey, NSF

The Business Model Canvas ensures systematic consideration of 9 major components needed to operate a company.

Do you have product-market fit?
Blake Petty, NSF

The story isn’t over. You can help us turn our technology into a business.

“Customer Relations requires that you have a strategy for Getting a customer, Keeping that Customer, and Growing the business of that Customer”
Kerry Rupp, NSF.

We now have a business model to execute, so that Karim and others like him, will be able to wow customers with Living Umbrellas.

“Customer Acquisition Costs needs to be much, much less than the Life-Time Value of a Customer”
Bob Storey, NSF

“Get, Keep, Grow”
Kerry Rupp, NSF.

We learned that GET, KEEP, GROW was the basics of relating to our customers.

By getting out of the building,
UNIVERSITIES & NSF TURN TECHNOLOGIES INTO JOBS

Social network.
Knowledge and ideas.
Treasures.

Our story isn’t over. You can help us turn our technology into a business. Help us with your...

Thank you, NSF!