COMOTION

ADVISOR FAQ

1. **How do I begin?**
   If you wish to meet and discuss advisor opportunities with CoMotion please complete and submit the CoMotion Advisor Intake Form. We will contact you to schedule an initial meeting.

2. **Are there different types of engagements?**
   Yes. We offer both formal and informal advisory engagements. Formal engagements include working with a specific technology team, typically as part of an Innovation Fund grant cycle or the NSF iCORP program. These engagements continue through the cycle or program and may continue beyond, if both parties agree.

   A "match" with a technology team may also be initiated by you, a team lead, or a technology manager.

   Informal engagements include Mentor Round Robin sessions and CoMotion Innovation Workshops. These engagements typically involve working with multiple teams for a several hour period.

3. **What level of commercialization and technology readiness can I expect from the teams I work with?**
   It depends. These are all very early stage projects that have not yet spun out of the university. Some teams may be able to move quickly towards commercialization, but some may need more help with iterating their technology and business model to meet a real customer need. Each team will have completed a Readiness Assessment, which you can use to evaluate a team prior to contacting them.

4. **Do you use any specific tools when you work with teams?**
   We use the Lean Canvas to help teams think about their innovations. Specifically, we help them focus on customer needs and problems.

   For more about the Lean Canvas, please see the following links:

   https://www.youtube.com/playlist?list=PLgY5Ho7zWk2MYi9Df2-QUhD6nTi7UnN2z
   "Business Model Canvas" with Zachary Rozga

   https://leanstack.com/LeanCanvas.pdf

5. **How do I learn about resources available to help teams?**
   Speak with someone in the CoMotion Innovation Programs unit or with a CoMotion Technology Manager. Specific contact information will be provided with the orientation materials.

6. **How does CoMotion Innovation Programs measure a successful interaction?**
   You may interact with teams on a formal or informal basis. We measure interactions as successful if they result in a positive learning experience for our teams as well as you. We report on metrics such as the number of teams engages; whether the engagement continues beyond an initial meeting; whether a team proceeds to a license.

7. **Do I need to report on my interactions?**
   Yes. We ask that you complete a brief survey at the end of each quarter. Your responses will help us plan improvements both to process as well as to the advisor program in general.
   In addition, we ask that for each initial engagement with a team you work with the team to complete a Readiness Assessment. You should use their self-assessment as a guide. A similar assessment should be completed when you disengage with a team. Each Readiness Assessment will be kept as part of the team's profile. EIRs also meet one-on-one with the GAP Funding Manager on a monthly basis.

8. **If I have a friend or colleague who is interested in being an advisor (mentor or EIR), how do I get them involved?**
   Direct them to the CoMotion website Advisor Intake Form.