

## Ventureprise Launch NSF I-Corps Fall 2017 Cohort

Ventureprise® Launch fall 2017 Cohort will help you explore the commercial possibilities of your ideas or research. The program provides UNC Charlotte, North Carolina Research Campus partners, Davidson College, Queens University, Appalachian State and Johnson C. Smith University faculty and students with infrastructure, commercialization advice, training and modest funding (NSF Awards of \$1,000 - \$3,000 per team) to identify potential customers and prepare for more substantial funding opportunities.



As of Fall 2017, a total of 50 teams from UNC Charlotte have been through the program. Some of the teams have gone on to national \$50k NSF I-Corps program and two teams from UNC Charlotte are now at the stage where they have received a NSF AIR-TT Grant (\$200k) and SBIR Phase I and II grants (\$250k & \$750k).

Proposed ideas and technologies must fall into a Science, Technology, Engineering, and Mathematics (STEM) Field. This may include but is not limited to proposed ventures related to physical sciences, life sciences, software, informatics, energy and many others.

### Team Formation

Each team will be made of at least one Academic Lead and Entrepreneurial Leads. We welcome teams with multiple Entrepreneurial Leads.

- **Academic Lead:** A faculty member at UNC Charlotte, NCRC, Davidson, App State, Queens or JCSU.
- **Entrepreneurial Lead(s):** An undergraduate or graduate student, post-doctoral researcher, other student or professional staff, with relevant knowledge of the technology and a deep commitment to investigate the commercial landscape surrounding the innovation.

Funding can be used for materials and supplies, prototype development and travel related costs to conferences and customer interviews.

- Funding: Up to \$3,000 eligible upon milestone achievement (Funding spent by 2/1/18)
- National Science Foundation lineage for further funding opportunities

**Goals** – To provide University innovators and students a way to transition their work into the marketplace:

- By leading teams through a customer discovery process
- By teaching teams commercialization and entrepreneurship concepts
- By assisting teams to move toward a Go/No Go decision on pursuing additional funding opportunities including:

### PORTAL Innovation Center

Ventureprise is located in the PORTAL Innovation Center, a contemporary building that offers private sector entrepreneurs and corporations a business-ready location that offers convenient access to all of UNC Charlotte's resources.



### Ventureprise, Inc.

UNC Charlotte PORTAL Bldg. #252  
9319 Robert D. Snyder Rd., Charlotte, NC 28223  
704 687-0900  
[www.ventureprise.org](http://www.ventureprise.org)  
[www.entrepreneurship.uncc.edu](http://www.entrepreneurship.uncc.edu)

- ◆ \$50K NSF I-Corps Team
- ◆ \$200k NSF PFI: Air TT
- ◆ \$150K NSF SBIR Phase I
- ◆ \$750k NSF SBIR Phase II
- ◆ \$50k NC IDEA Grant
- ◆ \$50k Venturewell Student e-team Program

### Program Schedule

Participants in the program will be required to participate in 5 in class workshops and expect to spend 2+ hours a week completing customer interviews.

We meet 5 times at the UNC Charlotte Portal Building. There will also be office hours available on the off weeks to talk with the teaching team and Entrepreneurs-In-Residence.

<i>Schedule:</i>	<b>Lean Launchpad Curriculum and Customer Discovery</b>	<b>Milestones Completed</b>
<b>Workshop 1 (Sept 29)</b> 12pm - 3pm	Kickoff – Meet teams, teaching team, EIRs, Get Started...	Customer Interview Introduction
<b>Workshop 2 (Oct 6)</b> 12:30pm-2:30pm	Value Proposition and Customer Segment Canvas – Team Presentations	2 – 5 Customer Interviews
<b>Workshop 3 (Oct 13)</b> 12:30pm-2:30pm	Customer Interview Presentations – All Teams	9-12 Customer Interviews
<b>Workshop 4 (Oct 27)</b> 12:30pm-2:30pm	Customer Interview Presentations – All Teams	15-18 Customer Interviews
<b>Workshop 5 (Nov 3)</b> 12:30pm-2:30pm	Customer Interview Presentations – All Teams	19-21 Customer Interviews
<b>Final Presentation</b> (Nov 16 <sup>th</sup> - Evening)	Charlotte Venture Challenge Customer Discovery Day Final Presentations	30+ Customer Interviews

We meet five times at the UNC Charlotte Portal Building over the course of the cohort. There are office hours on off weeks where each team talks individually with a member of the teaching team. These conversations are typically 15-30 minutes and can take place by phone. To learn more, please contact Devin Collins.

### Support Services:

- Infrastructure - Convening and Workspace in the
- Financial Support – Funding of up to \$3,000 with significant additional funding opportunities in excess of \$1 Million.



**Applications Deadline Rolling (First Come, First Serve): Register by 9/22/17 - Program Starts 9/29**  
**Contact: Devin Collins at [devin.collins@uncc.edu](mailto:devin.collins@uncc.edu) for the application**

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