

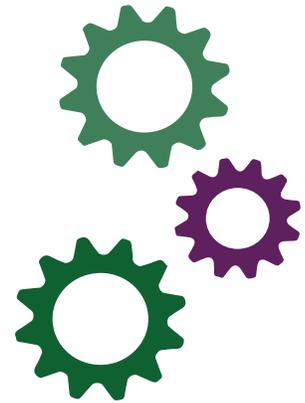
# VENTUREPRISE LAUNCH NC IDEA Program



Customer Centered Innovation to strengthen Charlotte's entrepreneurial community

### WHAT IS IT?

Ventureprise was awarded an NC IDEA ecosystem grant to bring the Ventureprise Launch customer discovery program to early-stage, innovation-driven startups in Charlotte and western North Carolina. The curriculum takes early stage entrepreneurs through customer discovery and business model generation activities modeled after the National Science Foundation Innovation Corps (NSF I-Corps). Ventureprise operates a NSF I-Corps Site for university technology commercialization and is trained to offer the curriculum.

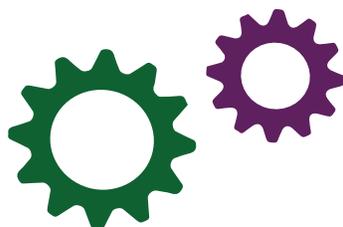


## Program Culture

Ventureprise Launch NC IDEA Program is designed to succeed at the most critical phase of commercializing an innovation– the opportunity assessment– through customer discovery. Successful participants and teams are agile. They participate to discover the business model that provides the best opportunity to accelerate profitable commercialization of their innovation. Ventureprise Launch is best described as a boot-camp for innovators and is designed to challenge you at every turn.

### TEAM QUALIFICATIONS

- 1 Team with an innovation-driven venture suitable for national or international
- 2 Market testing, Minimal Viable Product or Beta Prototype



### PROGRAM BENEFITS

- 1 Customer Discovery
- 2 Mentorship
- 3 Network building
- 4 Go/No Go decision to move forward
- 5 Funding opportunities
- 6 Teams are better prepared to compete for NC IDEA grant, Charlotte Venture Challenge and angel investment

## PROGRAM SCHEDULE

We have three cohorts per year- Summer, Spring and Fall. Participants in the program are required to participate in six in-class workshops and expect to spend 2+ hours a week completing customer interviews.

**Rolling applications:** Apply at [www.entrepreneurship.uncc.edu](http://www.entrepreneurship.uncc.edu)  
Fall 2020 Virtual Cohort begins September 2nd

Workshop 1	•	9/2
Workshop 2	•	9/16
Workshop 3	•	9/23
Workshop 4	•	9/30
Workshop 5	•	10/7
Workshop 6	•	10/14

Virtually every Wednesday at 5:30 pm

## Ventureprise Launch NC IDEA Participant Highlights

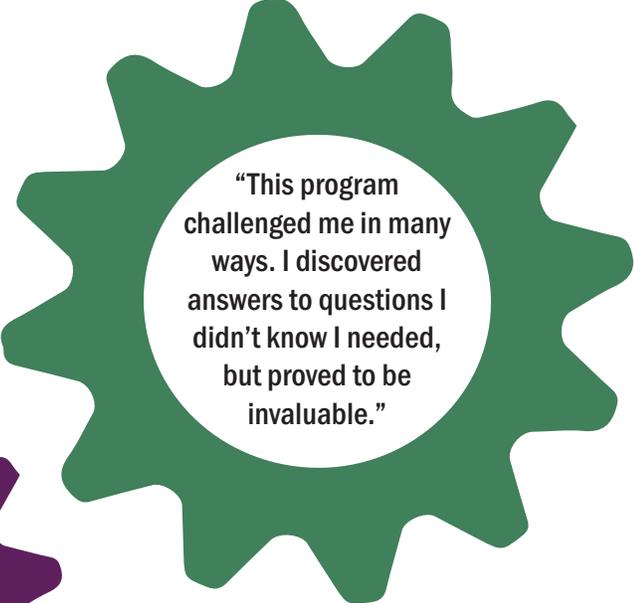
Since inception in 2017, the Ventureprise Launch NC IDEA Program has served 93 Charlotte and western Carolina companies.



“This program is an education in how to look at the value you are providing to your customers.”



“This program helped define my product roadmap.”



“This program challenged me in many ways. I discovered answers to questions I didn’t know I needed, but proved to be invaluable.”

For more information contact **Laura Smailes**, [lsmailes@uncc.edu](mailto:lsmailes@uncc.edu)

Ventureprise is UNC Charlotte’s innovation and entrepreneurship center serving the campus and Charlotte region as a center of excellence for evidence based entrepreneurship. Ventureprise works to provide the resources and expertise for university and community based startups to graduate to the next level of business formation, scaling or funding.