

Ventureprise Launch NC IDEA Program

Customer Centered Innovation to strengthen Charlotte's entrepreneurial community

What is the Ventureprise Launch NC IDEA Program?

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.

Ventureprise Launch NC IDEA Program Alumni



"This program allowed us to have conversations with potential customers that we would have had no way of reaching by ourselves."

Mark Gulley, Redipay CEO



"There is a lot of effort that goes into customer discovery that even I, with having experience in building companies, learned much about in the course."

Curtis Watkins, Bova Metrics CEO



"As a Harvard MBA, I was not sure I would learn much. Yet, to my pleasant surprise, through Ventureprise Launch we gained valuable customer insights and have made a couple of key pivots."

Darrell Hubbard, YobiFund Founder

Team Qualifications

- 1) Team with an innovation-driven venture suitable for national or international market
- 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) Teams are better prepared to compete for NC IDEA grant, Charlotte Venture Challenge and angel investment

Program Schedule: Participants in the program will be required to participate in 6 in-class workshops and expect to spend 2+ hours a week completing customer interviews.

Schedule:	Lean Launchpad Curriculum and Customer Discovery	Milestones Completed
Workshop 1 (August 22) 6pm-9pm	Kickoff – Meet teams, teaching team and Get Started...	Customer Interview Introduction
Workshop 2 (August 29) 6pm-9pm	Value Proposition and Customer Segment Canvas – Team Presentations	5-7 Customer Interviews
Workshop 3 (September 12) 6pm-9pm	Customer Interview Presentations – All Teams	8-17 Customer Interviews
Workshop 4 (September 19) 6pm-9pm	Customer Interview Presentations – All Teams	18-29 Customer Interviews
Workshop 5 (September 26) 6pm-9pm	Customer Interview Presentations – All Teams	30-41 Customer Interviews
Workshop 6 (October 3) 6pm-9pm	Customer Interview Presentations – All Teams	50+ Customer Interviews

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