

# Ventureprise Launch NSF I-Corps Program

Bridging UNC Charlotte Academic and Entrepreneurship Knowledge



## What is the Ventureprise Launch NSF I-Corps Program?

Ventureprise Launch is for UNC Charlotte faculty, students and staff to explore the commercial possibilities of their ideas and research. The program provides University faculty and students with commercialization advice, training and funding to identify potential customers. Upon completion of the program, teams will have gained:

- 1) “Lab to Market” entrepreneurial knowledge and experience
- 2) Up to \$5,000 in NSF funding for prototype development, conference & customer interview travel, and other materials & supplies related to customer identification and research
- 3) Experience in the NSF funding pipeline and additional funding opportunities in excess of \$1 Million

## Team Qualifications

- 1) A 2 Person Team including an **Academic Lead** (Faculty Member) and **Entrepreneurial Lead** (Student or Staff Member) with relevant knowledge of the research .
- 2) STEM based research that has produced substantive data. This may include, but not limited to, proposed ventures related to physical sciences, life sciences, software, informatics and energy.

## Applications Open

Cohort Begins: October 11th

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Laura Smailes [Ismailes@uncc.edu](mailto:Ismailes@uncc.edu)

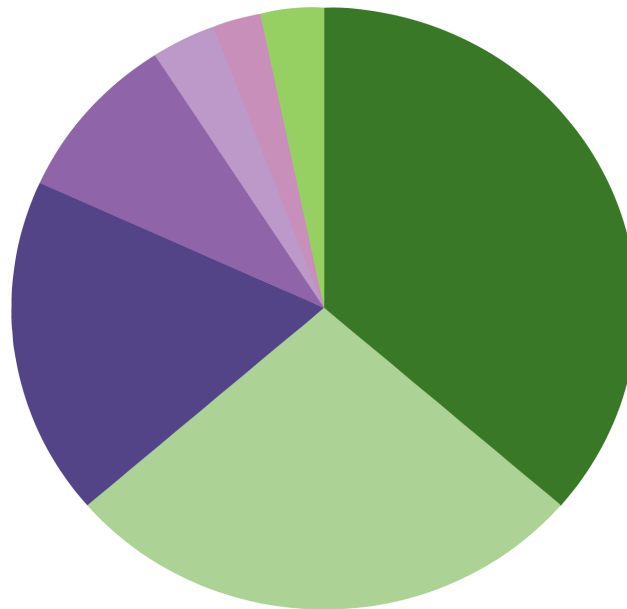
[www.entrepreneurship.uncc.edu](http://www.entrepreneurship.uncc.edu)

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.

**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.

Schedule:	Lean Launchpad Curriculum and Customer Discovery	Milestones Completed
<b>Workshop 1 (10/11)</b> 6pm-8pm	Kickoff – Meet teams, teaching team and Get Started...	Customer Interview Introduction
<b>Workshop 2 (10/18)</b> 6pm-8pm	Value Proposition and Customer Segment Canvas – Team Presentations	2 – 5 Customer Interviews
<b>Workshop 3 (10/25)</b> 6pm-8pm	Customer Interview Presentations – All Teams	9-12 Customer Interviews
<b>Workshop 4 (11/1)</b> 6pm-8pm	Customer Interview Presentations – All Teams	15-18 Customer Interviews
<b>Workshop 5 (11/8)</b> 6pm-8pm	Customer Interview Presentations – All Teams	19-21 Customer Interviews
<b>Workshop 6 (11/15)</b> 6pm-8pm	Customer Interview Presentations – All Teams	30+ Customer Interviews

**105 Teams**  
have participated in the Ventureprise Launch NSF I-Corps Program



- William States Lee College of Engineering
- College of Computing and Informatics
- College of Liberal Arts and Sciences
- Belk College of Business
- College of Arts and Architecture
- CATO College of Education
- Other

**10 Teams**



have participated in the \$50K National I-Corps program.



Over **\$2.5M**

in additional funding raised by program graduates.