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 $3,000 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 Deadline: September 7th
For more information contact Devin Collins at devin.collins@uncc.edu
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.

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**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.

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Lean Launchpad Curriculum and Customer Discovery</th>
<th>Milestones Completed</th>
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</thead>
<tbody>
<tr>
<td><strong>Workshop 1</strong> (September 18) 6pm-8pm</td>
<td>Kickoff – Meet teams, teaching team and Get Started...</td>
<td>Customer Interview introduction</td>
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<tr>
<td><strong>Workshop 2</strong> (September 25) 6pm-8pm</td>
<td>Value Proposition and Customer Segment Canvas – Team Presentations</td>
<td>2 – 5 Customer Interviews</td>
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<tr>
<td><strong>Workshop 3</strong> (October 2) 6pm-8pm</td>
<td>Customer Interview Presentations – All Teams</td>
<td>9-12 Customer Interviews</td>
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<tr>
<td><strong>Workshop 4</strong> (October 16) 6pm-8pm</td>
<td>Customer Interview Presentations – All Teams</td>
<td>15-18 Customer Interviews</td>
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<tr>
<td><strong>Workshop 5</strong> (October 23) 6pm-8pm</td>
<td>Customer Interview Presentations – All Teams</td>
<td>19-21 Customer Interviews</td>
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<tr>
<td><strong>Workshop 6</strong> (October 30) 6pm-8pm</td>
<td>Customer Interview Presentations – All Teams</td>
<td>30+ Customer Interviews</td>
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</table>

**UNC Charlotte Faculty and Student Participants**

- **73 Teams** have participated.
- **47 Faculty**
- **121 Students**

**7 Teams** have participated in the $50K National I-Corps program.

Over **$1.8M** in additional funding raised by program graduates.