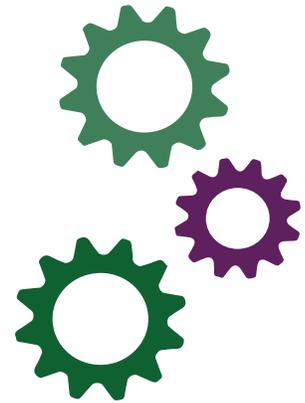


VENTUREPRISE LAUNCH NC IDEA Program



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.



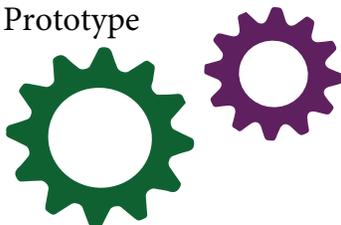
Program Culture

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

Participants in the program will be required to participate in 6 virtual workshops and expect to spend 2+ hours a week completing customer interviews.

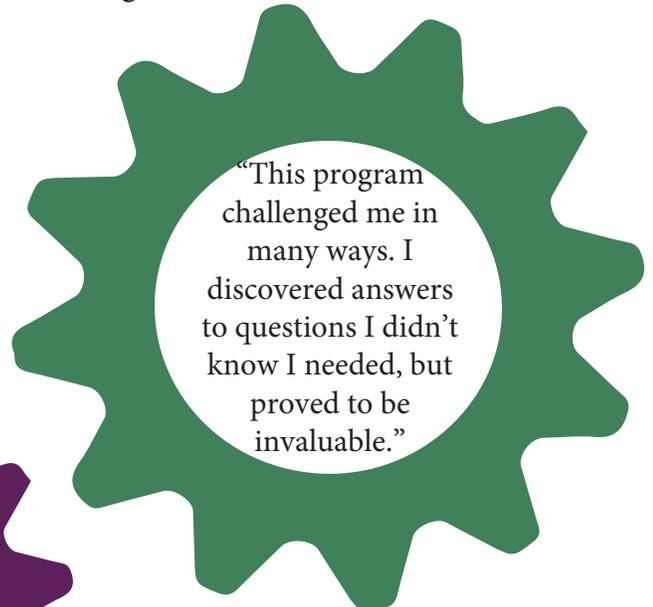
Rolling applications: Apply at www.entrepreneurship.uncc.edu
Summer 2021 Virtual Cohort Start Date: late May/early June (TBA soon)

- Workshop 1 •
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- Workshop 2 •
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- Workshop 3 •
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- Workshop 4 •
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- Workshop 5 •
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- Workshop 6 •
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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 104 Charlotte and western Carolina companies.



For more information contact **Laura Smailes**, 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.