

Ventureprise Launch NC IDEA Fall 2017 Cohort

Ventureprise® was awarded an NC IDEA ecosystem grant to bring the Ventureprise Launch customer discovery program to early-stage, innovation-driven startups in western North Carolina. The curriculum takes early-stage entrepreneurs through customer discovery and business model generation activities modeled on the National Science Foundation (NSF) I-Corps. Ventureprise operates a NSF I-Corps Site for University technology commercialization and is trained to offer the curriculum. Eligible ventures will involve a technological, business model or business process innovation.



Program Culture

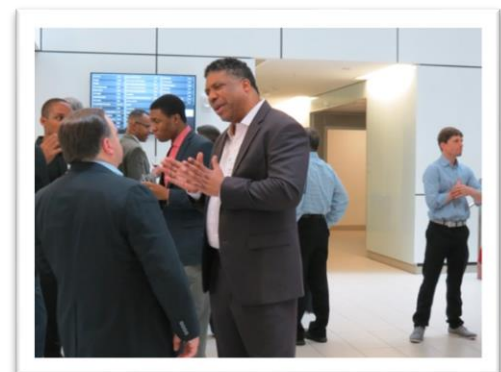
Ventureprise Launch is designed to succeed at the most critical phase of commercializing an innovation – the opportunity assessment - through customer discovery.

Successful participants and teams are agile. They don't show up to defend and prove out their innovation. They participate to discover the business model that provides the best opportunity to accelerate profitable commercialization of their innovation. Successful participants are willing to scrap everything and begin again when the customer discovery process fails to prove out the business model. This is often called a "Pivot".

Ventureprise Launch is best described as a boot-camp for innovators and is designed to challenge you at every turn. The teaching team delivers direct dialogue and direct feedback designed to accelerate this process.

"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 of Yobifund.com



PORTAL Innovation Center

Ventureprise is located in the PORTAL Innovation Center, a contemporary building that offers private sector entrepreneurs and corporations a business-ready location that offers convenient access to all of UNC Charlotte's resources.



Ventureprise, Inc.

UNC Charlotte PORTAL Bldg. #252
9319 Robert D. Snyder Rd., Charlotte, NC 28223
704 687-0900
www.ventureprise.org
www.entrepreneurship.uncc.edu

Program Schedule

Participants in the program will complete weekly activities and should expect to spend 2+ hours a week conducting customer interviews. The selection process is competitive but the program is **free**.

<i>Schedule:</i>	Lean Launchpad Curriculum and Customer Discovery	Milestones Completed
Workshop 1 (Sept 27) 6pm - 9pm	Kickoff – Meet teams, teaching team, EIRs, Get Started...	Customer Interview Introduction
Workshop 2 (Oct 4) 6pm-9pm	Value Proposition and Customer Segment Canvas – Team Presentations	2 – 5 Customer Interviews
Workshop 3 (Oct 11) 6pm-9pm	Customer Interview Presentations – All Teams	9-12 Customer Interviews
Workshop 4 (Oct 25) 6pm-9pm	Customer Interview Presentations – All Teams	15-18 Customer Interviews
Workshop 5 (Nov 1) 6pm-9pm	Customer Interview Presentations – All Teams	19-21 Customer Interviews
Final Presentation (Nov 16 th - Evening)	Charlotte Venture Challenge Customer Discovery Day Final Presentations	30+ Customer Interviews

We meet five times at the UNC Charlotte Portal Building over the course of the cohort. Dinner is provided at all meetings. There are office hours on off weeks where each team talks individually with a member of the teaching team. These conversations are typically 15-30 minutes and can take place by phone. To learn more, please contact Devin Collins.

Applications deadline rolling based on availability
Contact: Devin Collins at devin.collins@uncc.edu

Future Cohorts

Fall 2017

September – November

Spring 2018

February – April

Summer 2018

May – August

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