UNCG + NCAT
National Science Foundation Greensboro I-Corps Site
I-Corps Information Session
Overview

• What is the LaunchUNCG?
• What is NSF I-Corps?
• What is Lean Launchpad?
• Overview of Greensboro I-Corps
• Benefits of I-Corps
• Upcoming I-Corps Cohorts
• Questions & More Info
What is LAUNCH UNCG

We Help You Start Something Remarkable!

• Entrepreneurship Events & Initiative
• One-on-One Consulting
• Innovation Development & Management
• Intellectual Property & Agreements
• Technology Transfer & Commercialization
• Industry Partnership
• University Spinouts

• Incubator Space
• Regional Connections
• National Science Foundation I-Corp Site
• About Director Justin Streuli, MBA
• Launch.UNCG.edu
• jstreu@uncg.edu
Overview of NSF I-Corps

- Out of the Lab, Classroom & Off Campus
- Real Commercial Application & Opportunity
- Learn Entrepreneurial Skills
- Better Research, Prepare for Grants
- Nationwide Network – 8 Nodes, 90+ Sites
- Cohort-based, Site & National Program
- UNCG NSF I-Corps Grant
Overview of Lean LaunchPad

- Developed by Successful Entrepreneurs
- Focused on business model development through the Scientific Method
- Business Model Canvas
- Talking with customers to validate/invalidate business hypothesis
- Agile development, fail fast and pivot
- Evidence-based, empathy-based, not just your opinion
Short-Course Cohort Program

- Virtual Model
- Team-based – Open to all UNCG + NCAT Students, Faculty, Staff & Alumni
- Three 6-week Cohorts – Fall, Spring, Summer
- 8 – 12 teams each
- Meet 2 – 3 hours per week
- 20 – 30 Customer Discovery interviews
- Develop clear value proposition & customer segment
- Go or No-Go Decision
- Pre-cohort videos
- Required Attendance of Student Entrepreneur Lead
- Up to $3,000 in mini-grant funding
Eligible vs. Ineligible Submissions

Eligible Submissions

- Novel, Innovative, Scalable
- Lab research with potential commercial application
- Something with potential intellectual property
- Software, app or tech idea
- Innovative non-profit
- JUST ASK!

Ineligible Submissions

- Lifestyle businesses, not scalable
- Fashion, Restaurants, Reselling
- Brick and Mortar
- Consulting
- JUST ASK!
Benefits of I-Corps

- Seed Funding, Mini-Grants up to $3,000
- Membership to HQ Greensboro + Forge
- Improved Innovation and Idea Concepts
- Improved Grant Applications
- “90% Increased Chance of Obtaining SBIR/STTR Funding”
- Identify Industry Partners for Funding, Sponsorships and Partnerships
- Identify Best Application of Research or Idea
- Greater Understanding of how your Innovation or Idea can Impact Society
- Designated as NSF-Funded Project, Gain NSF Lineage
- Nationally Recognized & Certified Program
- Guidance from Established Entrepreneurs
- Assistance with Intellectual Property
- Savings in Time and Money through Accelerated Understanding
- Enhanced Entrepreneurial Mindset
- Greater Self-Confidence, and Better Presentation/Interpersonal skills, in a Business Setting
- Broadened Professional Network
Upcoming I-Corps Opportunities

I-Corps Cohort 10
- 10/18, 10/25, 11/1, 11/8, 11/22 from 2p - 5p at VIRTUAL
- Email me jstreu@uncg.edu

I-Corps Cohort 11 + SOE-Themed I-Corps
- January – February 2021
- Email me jstreu@uncg.edu

I-Corps Cohort 12
- July – August 2021
- Email me jstreu@uncg.edu
Questions, Comments, Concerns

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