



LAUNCHUNCG

START SOMETHING REMARKABLE



UNCG + NCAT

National Science Foundation

Greensboro I-Corps Site

I-Corps Information Session

Overview

- What is 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 LAUNCHUNCG

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
- Launch.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 12

- July - August 2021
- Email jiszelko@uncg.edu or sseyedin@uncg.edu

I-Corps Cohort 13

- October - November 2021
- Email jiszelko@uncg.edu or sseyedin@uncg.edu

I-Corps Cohort 14

- February - March 2022
- Email jiszelko@uncg.edu or sseyedin@uncg.edu

Questions, Comments, Concerns

icorps.uncg.edu

launch.uncg.edu



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