



**Spring 2017 Charlotte Venture Challenge**  
Sixteen Teams Participated in Customer Discovery Day

Sixteen early-stage, innovation-based companies from Charlotte presented at the 16th Annual Charlotte Venture Challenge's Customer Discovery Day hosted by Ventureprise on April 6, 2017. The event took place at the Charlotte Research Institute PORTAL Building on the campus of UNC Charlotte and attracted more than 100 entrepreneurs, investors, corporate leaders and students.

The competition, which started in 2001, changed its format this year to focus on early-stage technology development. The 16 participants spent 8 weeks going through the Ventureprise Launch program where they completed a combined total of 564 customer interviews. The Ventureprise Launch program is supported by the National Science Foundation I-Corps Site and an NC IDEA Foundation grant. "We had 16 teams conducted on average 35 customers interviews which gave them insights into the problems customers are facing and how their solutions may provide value to a variety of different customer segments," said Devin Collins, associate director of Ventureprise at UNC Charlotte.

The final presentation event began with each team making 5-minute presentations on what customer told them, followed by a Q&A with mentors offering market and entrepreneurial expertise. Participants heard closing remarks from Robert G. Wilhelm, UNC Charlotte's vice chancellor of research and economic development. The presenting teams included 10 University based teams completing the National Science Foundation I-Corps Site program and 6 Charlotte metro teams participating in the NC IDEA Ventureprise Launch program. The event concluded with a networking reception sponsored by the North Carolina Biotechnology Center, UNC Charlotte's Office of Technology Transfer, NC IDEA and Ventureprise.

The 2016 CVC Customer Discovery Day teams were:

**Ventureprise Charlotte Launch NSF I-Corps Spring Cohort (University Teams):** Touch N Target, Quik Gigz, FYI (Find Your Indoor!), Wind Tower Technology, ReSArt, Creatrex Education, Telli Technologies, Habla AI, Polymer Semiconductor Education Kit, Child Trauma Technologies

**Ventureprise Charlotte Launch NC IDEA Spring Cohort (Charlotte Metro Teams):** YobiFund, Redi-Pay, Agingo, Knedia, North Compass, and ThoughtMarket.

**About Ventureprise**

Ventureprise, Inc. is a non-profit venture development organization that supports the commercial success of early-stage, innovation-driven entrepreneurs. Through ready-for-business office space located on the campus of UNC Charlotte and comprehensive programs, Ventureprise offers the premier location for inventors, researchers and innovators to come together for business success as well as the 49er Foundry business incubator for UNC Charlotte students. Ventureprise operates a National Science Foundation-funded National Innovation Network I-Corps Site connecting UNC Charlotte researchers with commercial opportunities through customer discovery.

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**Media Contacts**

Devin Collins, Associate Director | 704-687-8058 | [devin.collins@uncc.edu](mailto:devin.collins@uncc.edu)