

LAUNCH CHAPEL HILL & 1789

CHAPEL HILL'S
GROWING
ENTREPRENEURIAL
ECOSYSTEM



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

KFBS & MBA
Courses

Launching the
Venture

Globe & Global
Studies

Entrepreneurship
Minor

Sports
Science

Computer
Science

Education
Department

Music
Department

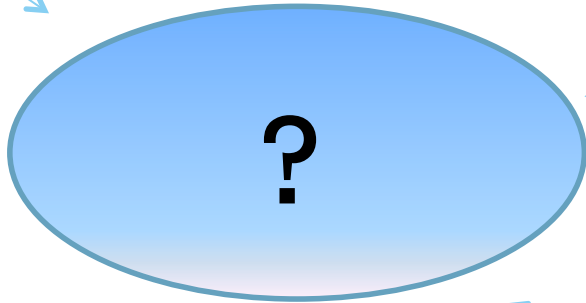
Carolina Kick
Start

Campus
Y

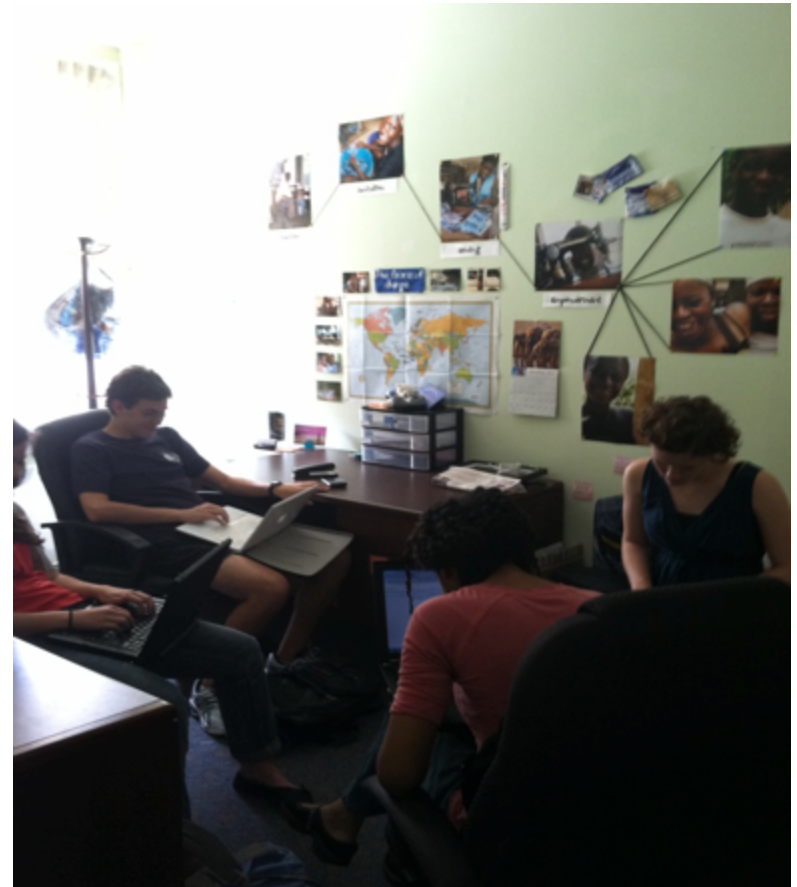
Chapel Hill
Community

Carolina
Challenge & Events

“Unaffiliated”
UNC Startups



Franklin Innovation Center



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THE UNIVERSITY
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Who: The Team



What: Is LAUNCH?



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at CHAPEL HILL

What: Is LAUNCH?

- **Office & Desk Space**
- **Connection With Mentors & Coaches:**
 - Highly relevant & experienced
- **Programming Events:**
 - Business strategy, legal, accounting, product design, marketing, fundraising.



Where: Is LAUNCH?



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

When: Did LAUNCH Open?



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Why: Is LAUNCH Important?

KeonaHealth

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Down the Phone and See More
Patients**

[Learn More](#)



Spend Less Time on the Phone

Slash the time and money spent on unreimbursed phone calls.



Increase Revenue

Time saved on phone calls can instead be spent on seeing more patients and increasing revenue.



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Your patients, nurses, and physicians can access Online Nurse Advice from anywhere with a web-enabled device.



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at **CHAPEL HILL**

Why: Is LAUNCH Important?



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Why: Is LAUNCH Important?



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Launch Successes

- Companies
- Funding
- Unprecedented Collaboration
- Positive Press





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1789: A Venture Lab For Carolina Entrepreneurs

[Learn More](#)



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Current Ecosystem In Chapel Hill

Stage I (Exploratory)

- Dorm Rooms, Kitchen Tables & Coffee Shops

Stage II (Incubation)

- 1789, Entredot

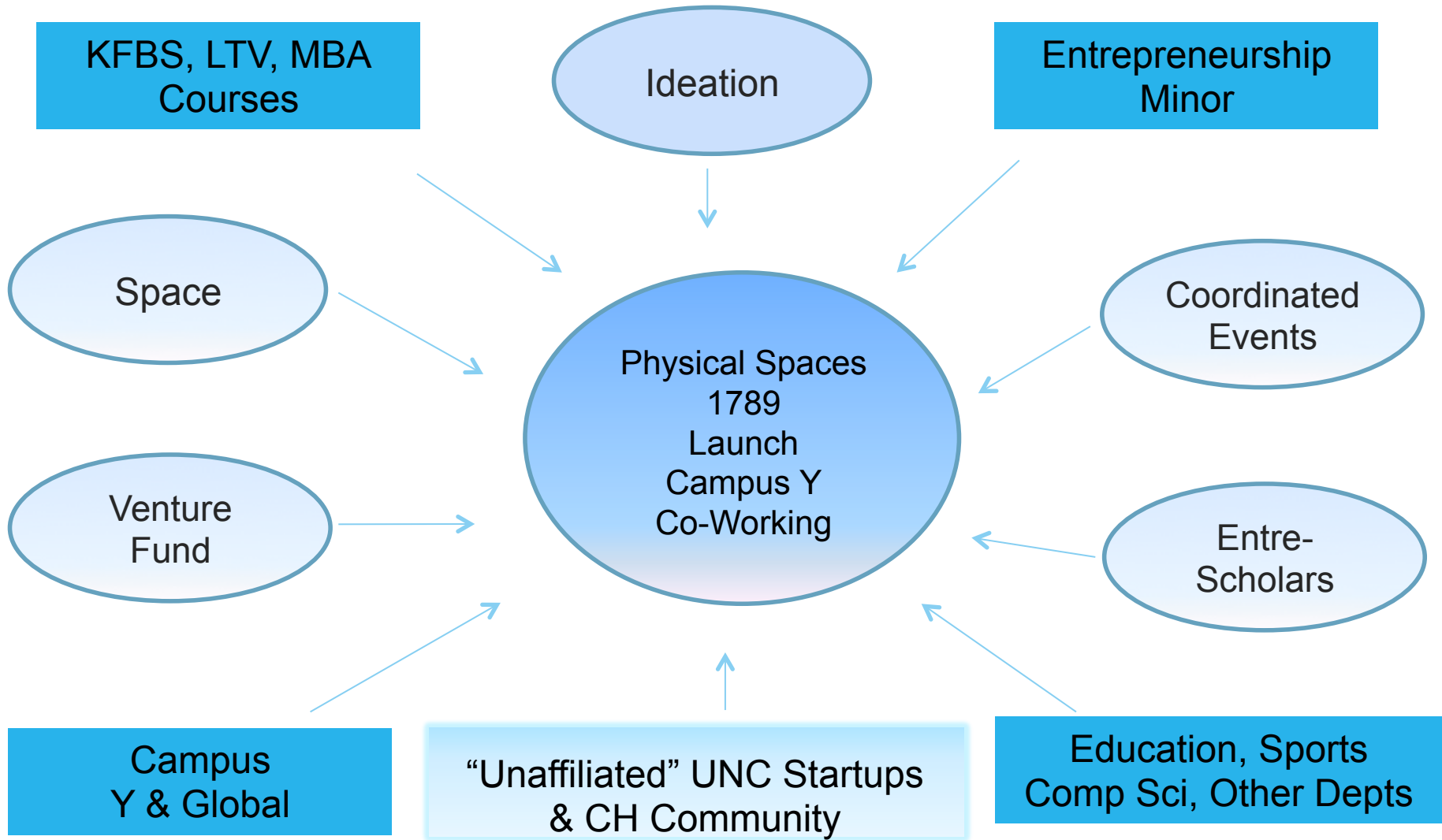
Stage III (Acceleration)

- LAUNCH-Chapel Hill

Stage IV (Growth Ventures)

- 123 West Franklin, Chapel Hill Community





Entrepreneurship Space Needs

Ideation
Curricular & Co-Curricular Feeders
On-Campus Spaces

1789 Venture Lab – 3,500SF
Where E-Ship “Happens”
~40 Ventures, Feeds Into LCH
Needs: 7,500 SF

Co-Working - Minimal
Critical Softlaunch
Feeds Into Office
Needs: 5000 SF

Ideation

Design

Execution

Acceleration

Co-working

Design Thinking – Does Not Exist
Define, Create, Refine, Execute
Feeder Into 1789
Needs: 5,000 SF

Launch Chapel Hill – 3,500 SF
Moving Companies To Next Level
17 Companies, Significant Demand
Needs: 7,500 SF



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