

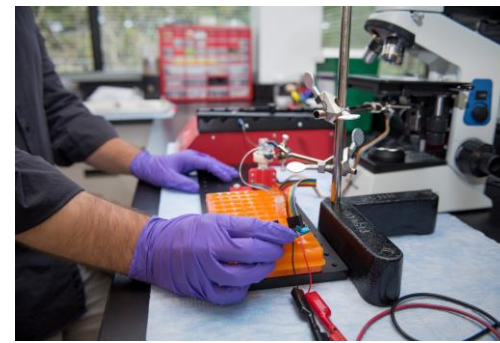


# Innovate Carolina

Chapel Hill Council Committee on Economic Sustainability (CCES) Meeting

November 2024

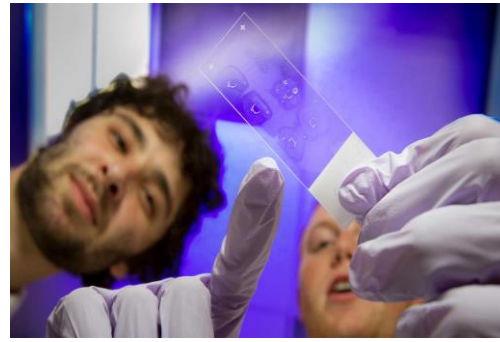
UNC Office of the Vice Chancellor for Innovation,  
Entrepreneurship and Economic Development



 **UNC** | **INNOVATE  
CAROLINA**

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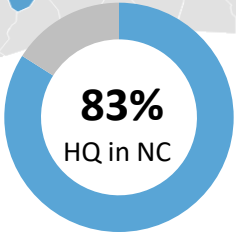
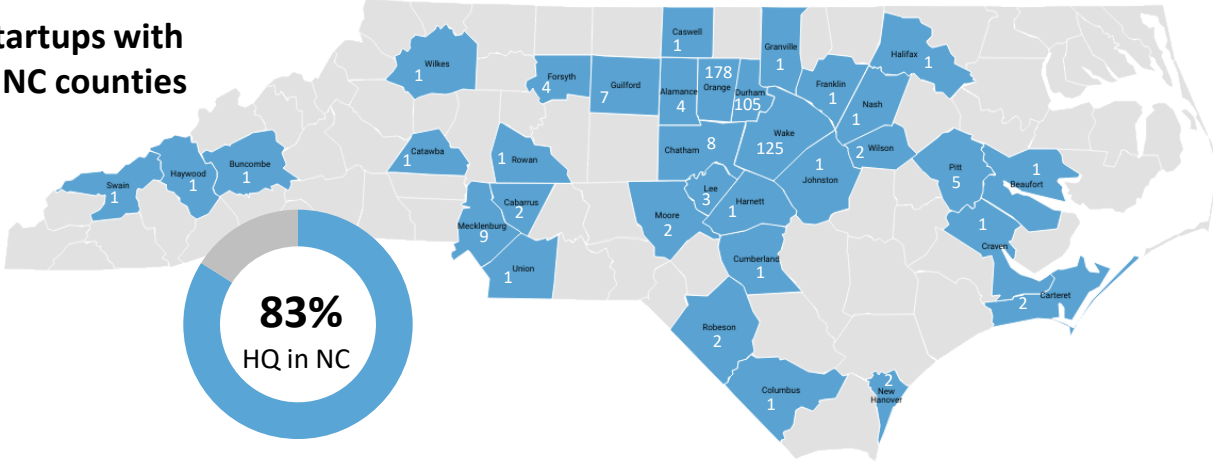
Vice Chancellor's Office for  
Innovation, Entrepreneurship and  
Economic Development



# Impact: UNC Startups (All Types)

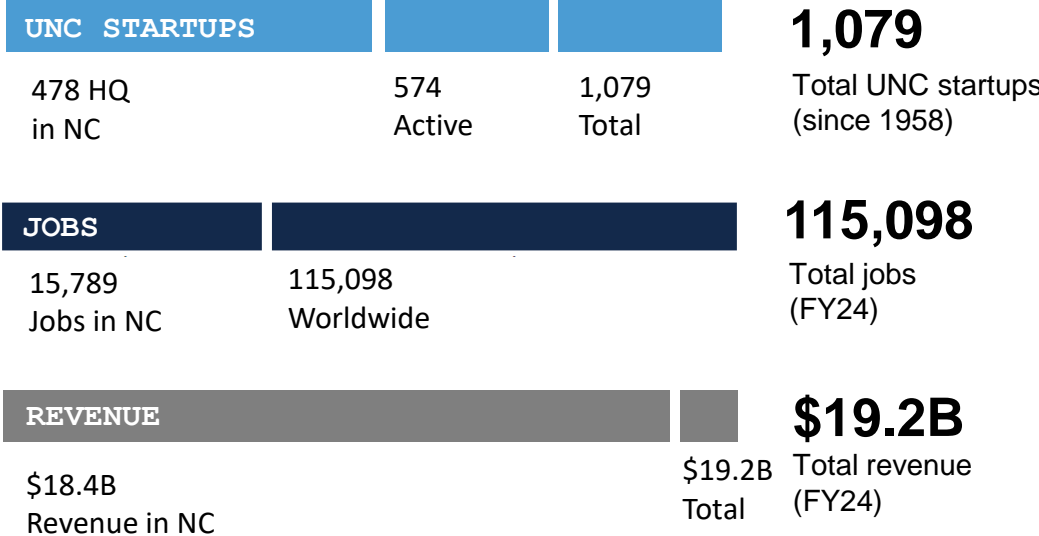
574

Active UNC startups with 478 HQ in 34 NC counties



## Snapshot

As of July 2024



## National Job Comparison

~115K jobs globally



- Lenovo** ~75K jobs
- Red Hat** ~20K jobs
- NetApp** ~10K jobs

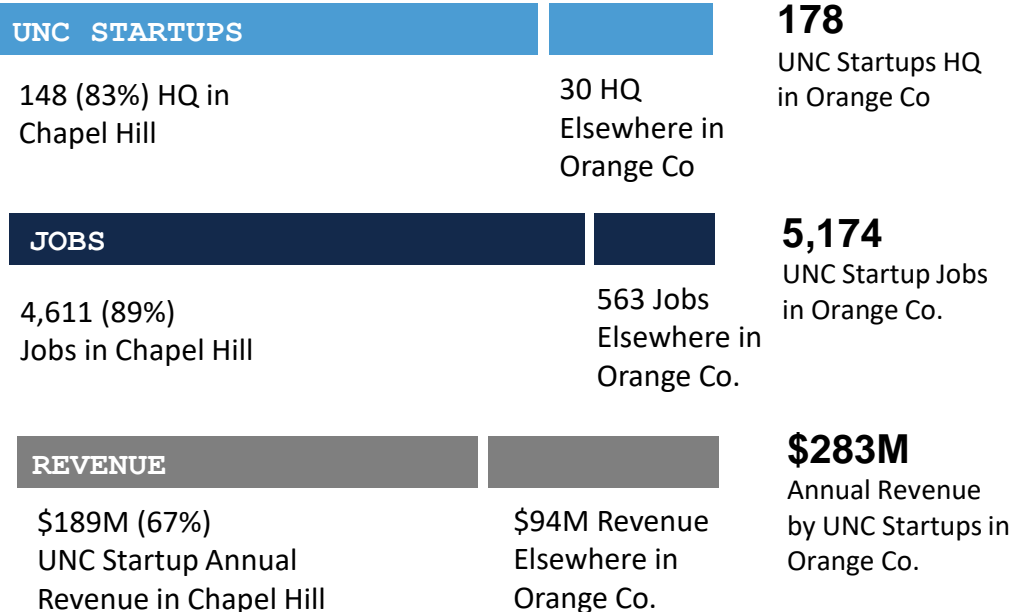
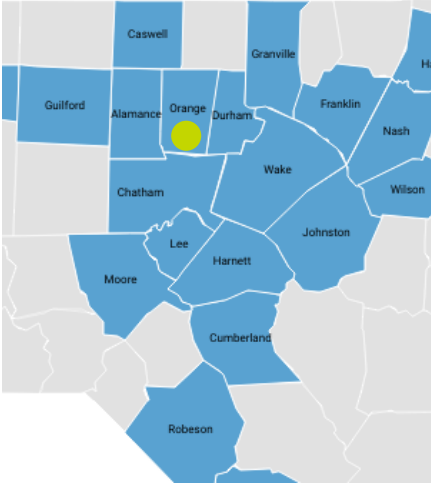
## NC Job Comparison

~15K jobs in NC



- IBM** ~8K jobs in NC
- Sas** ~5K jobs in NC

## Orange County / Chapel Hill



## UNC-AFFILIATED STARTUP IN CHAPEL HILL

# GameFlo

UNC grad student founded in 2018:  
Chi Nwogu, Kenan-Flagler Business School (MBA)

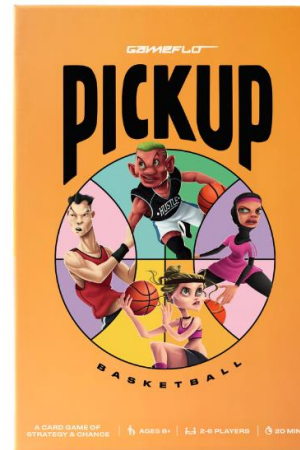
### Challenge

Increase access to essential skills in STEAM with a focus on pre-teens and teenagers

### Solution

Create culturally relevant games that people can see themselves in and that build skills in math, decision making and critical thinking

[TNT Inside the NBA Story: GameFLO](#)



## UNC-AFFILIATED STARTUP IN CHAPEL HILL

# Hope Renovations

UNC alumna founded in 2020:  
Nora Spencer, UNC School of Social Work,  
Top 10 CNN Hero of the Year (2022)

### Challenge

Women comprise only 4% of construction workforce

### Solution

Training program to prepare women for construction trade careers

[Idea-to-Impact Story: Hope Renovations](#)

[CNN Heroes: “We Need More Women in Construction”](#)



## UNC-AFFILIATED STARTUP IN CHAPEL HILL

# EATS2SEATS

UNC student founded in 2018:

Mary Laci Motley, Kenan-Flagler Business School

### Challenge

Inefficient concessions operations at collegiate and pro venues; too hard for NPO's to staff concessions as group fundraisers

### Solution

Staffing agency that connects local NPOs to a simple fundraising opportunity by staffing concession stands in stadiums.

[Forbes: Mary Laci Motley \(EATS2SEATS\)](#)



## INNOVATE CAROLINA



# Technology Commercialization

## Moving UNC Research and Discovery to Market

- Startups based on intellectual property
- Invention disclosures
- Patent applications
- Executed Licenses and options



**39**  
**UNC research-based products to market**  
 (since 2006)



**88**  
**active IP-based startups in 10 NC counties**  
 Transforming UNC discoveries and technologies in companies, jobs and revenue in local communities

As of July 2024

### UNC IP STARTUPS

88 HQ in NC	106 Active	185 Total
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**185**  
 Total IP startups  
 (since 1958)

### JOBS

1,093 Jobs in NC	2,556 Worldwide
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**2,556**  
 Total IP startup jobs  
 (FY24)

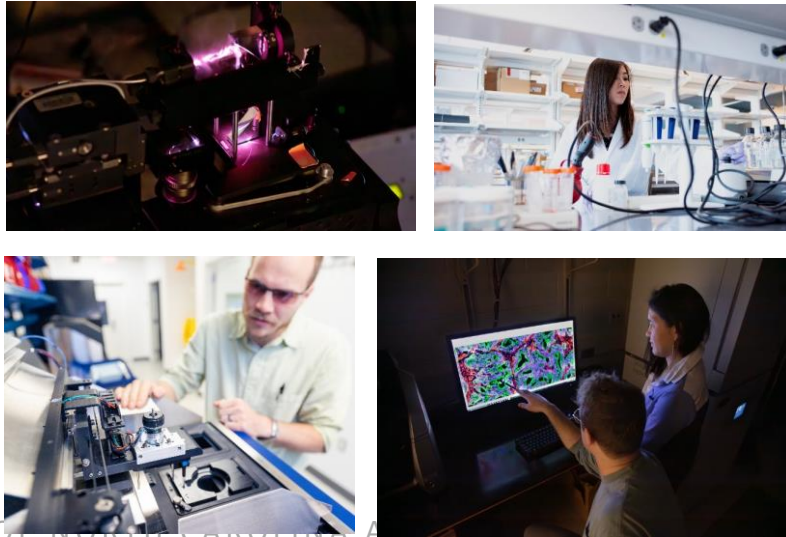
### REVENUE

\$215M Revenue in NC	\$340M Total
-------------------------	-----------------

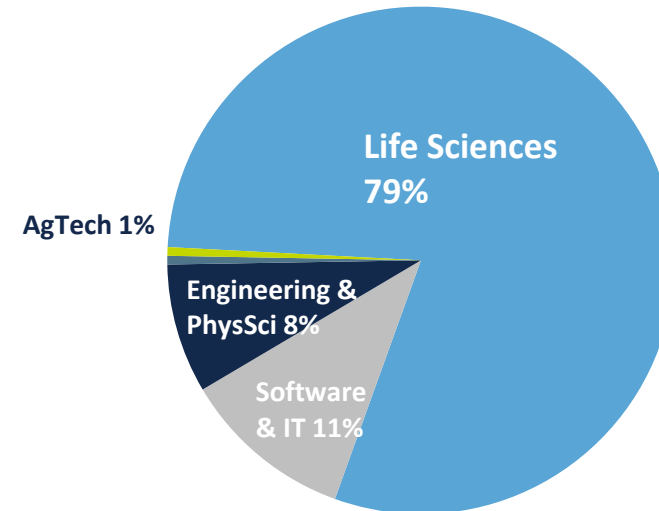
**\$340M**

## UNC IP Startups Impact Snapshot

<b>\$8.4B</b> In funding raised by UNC IP startups (all years)	
<b>\$340M</b> FY24 annual revenue by UNC IP startups	
<b>63%</b> UNC IP startup revenue in NC	



## Product/Service Category





## INNOVATE CAROLINA




# Design & Innovation for the Public Good

## TIIP Awards

Translating Innovative Ideas for the Public Good

 **\$247K**  
in early-stage funding  
(FY24)


 **FIVE**  
innovative projects  
to co-create, test and scale human-centered  
ideas for impact in NC and beyond

## Grad Certificate

in Innovation for the Public Good

 **38**  
students enrolled  
(2024)

 **15**  
depts. represented  
(2024)

 **170+**  
total enrollment  
(since 2020)

 **#1**  
largest certificate program  
(on UNC campus)

## Carolina Innovation Ecomap

- **University-wide map**  
of ~200 innovation, design + e-ship resources
- **25 human-centered interviews**  
focused on user experience
- **2 conference presentations**  
at national/international symposiums
- **Fall 2024**  
launch of ecomap

## Design Thinking + Innovation Service Recharge Service

Workshops	Coaching
Mentoring	Accelerators
Non-UNC organizations	UNC organizations



## Design Thinking Outcomes Collaborative

- Provide open-access tools to support emerging design thinking researchers
  - Define and operationalize human centered research practice and standards
  - Articulate the value of implementing human centered research design
- **SPRING 2025**  
INTERNATIONAL GATHERING + *SHARING OF FINDINGS*



## INNOVATE CAROLINA



# New Ventures & Partnerships

## Carolina Angel Network

UNC-Affiliated Startups	
	Network of Accredited Investor Members
<b>28</b> Startups Receiving Investments (since 2017)	



## Institute for Convergent Science

- Grants and funding for pre-commercial development teams
- Faculty fellows and mentors
- Innovation postdoc support



## KickStart Venture Services

Research-Based UNC Startup Formation and Growth

- Entrepreneurial education
- Early-stage funding
- On-campus accelerator
- 179 total companies (126 active)
- \$7.9B in funding raised (total)
- \$3.2M KickStart funds invested in 87 UNC startups

### KICKSTART ACCELERATOR



**CAMPUS**

- 7,500 square-foot accelerator (on campus)
- Wet lab and office space
- Shared equipment
- Meeting spaces
- 11 benches and six private lab rooms

**DOWNTOWN**

- Pipeline for life sciences startups to Biolabs NC in downtown Chapel Hill

**EXTERNAL WET LAB / COWORKING**



## INNOVATE CAROLINA



# Innovation Hubs

## Regional Hub Programs and Services

### 3 Innovation Hub Locations



Innovate Carolina Junction  
Chapel Hill, NC

79West Innovation Hub  
Pittsboro, NC

The Loading Dock  
Wake Forest, NC

### FY24 Hubs Services



Junction Coworking Memberships & Meeting Rooms



Venture Services & Programs



Patent Landscaping & Market Research

### Hub Events

40

Innovate Carolina-Hosted Events in FY24

- Chapel Hill
- Pittsboro
- Wake Forest



## Innovate Carolina Junction

Downtown Chapel Hill

270

Coworking Members

4,000

Event Attendees

300

Community Tours

100+

Company Engagements

100

Events at the Junction

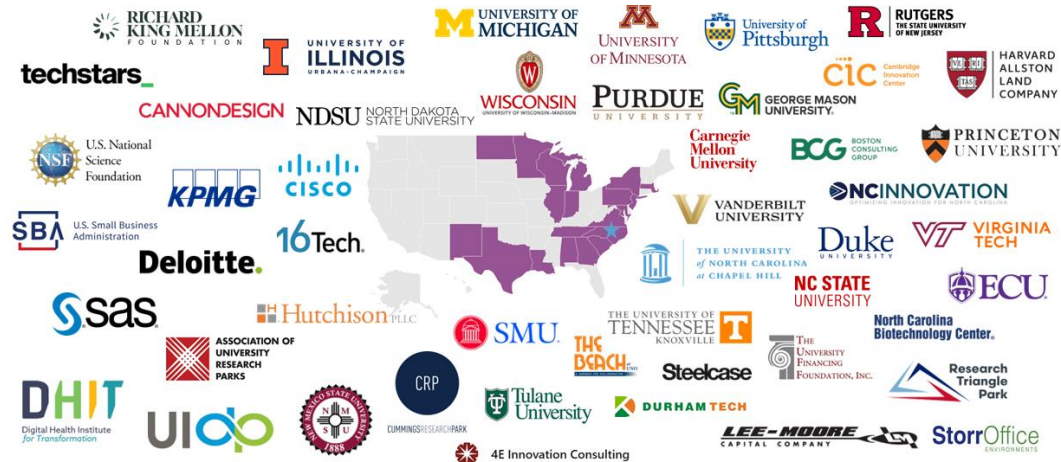


## Signature Summit: Innovation Hubs + The Future of Work

47 Academic, industry and gov't hubs/partners

22 States represented

50 Hubs executives, directors and senior leaders





## Innovate Carolina Junction

An Anchor to the Emerging Innovation District



150 E. Rosemary:  
Future Office and Lab Space

136 E. Rosemary / 137 E. Franklin:  
Innovation Hub Building

125 E. Rosemary:  
TOCH Parking Deck

101 E. Rosemary:  
Link Apartments


110 W. Rosemary:  
Hotel / Conference Center

# Innovate Carolina Junction


Building a robust innovation ecosystem to drive social and economic impact in Chapel Hill

## Innovate Carolina Junction Innovation Ecosystem


Physical Space




Programs



Services



Impact





# Physical Space

Physical Space

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Programs

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Services

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Impact

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Workspaces

Membership

## INNOVATE CAROLINA JUNCTION

# Physical Space

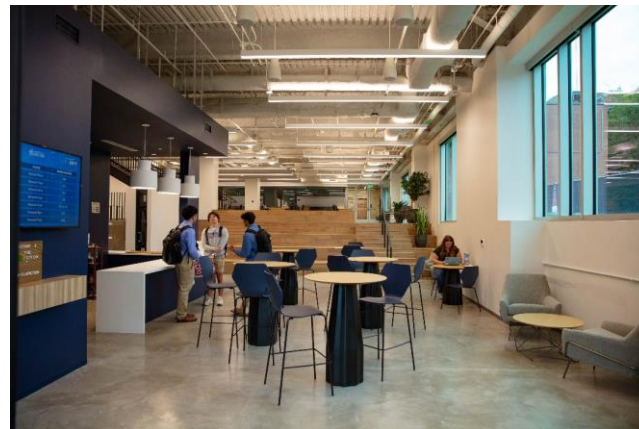
- Creative spaces, coworking, programs and services
- Downtown Chapel Hill
- Home to Innovate Carolina
- Open to:
  - Startups
  - Small businesses
  - Corporations and nonprofits
  - Faculty, students, and alumni
  - Remote workers
  - Citizen entrepreneurs



## INNOVATE CAROLINA JUNCTION

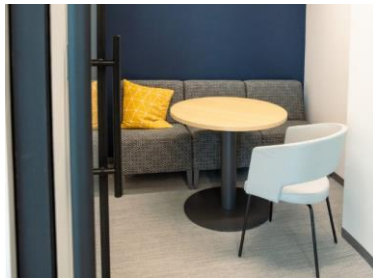
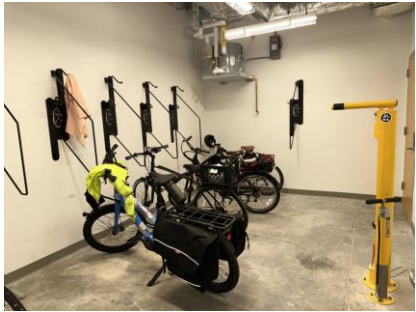
# Workspaces

- Physical Space + Membership Offerings
  - Co-working community
  - Part-time/full-time memberships
  - Floating and dedicated desks
  - Private offices
  - Innovate Carolina-hosted events
  - Event and meeting spaces for others
  - Startup accelerator (Launch Chapel Hill)



## INNOVATE CAROLINA JUNCTION

# Amenities & Environments



## Amenities



Coffee Bar



Fast, Secure Wi-Fi



Convenient Parking (extra fee)



Office Supplies



Mailbox



Phone Booth



Slack Channel



Black & White Printing

## Environments



Outdoor Terrace



Huddle Rooms



Private Conference Rooms



Event Space



Wellness Room



Business Center with Printers



Modern Kitchen



Collaboration Areas



Bike Room

# Programs

Physical Space



Programs



Services



Impact



Events

Partnerships

Student

Launch Chapel Hill

## INNOVATE CAROLINA JUNCTION

# Programs: Event-Based, Industry + Student

- **Event-based programs:** Convene university, industry, government and community to work, learn and network
- **Industry programs/partnerships:** Collaborations or sponsorships on research/business, talent, or program co-creation
- **Student programs:** innovation community, startups, experiential/competitions



# Programs: Recurring Programs and Events

## Recurring Programs and Events

- Free Coworking Fridays
- Fireside Chats with Faculty Founders
- Lunch & Learn Workshops
  - Legal Insights on AI
  - Team Building
  - Mastering Communication
  - Design Thinking + Rapid Prototyping
- Office Hours
  - Legal: Hutchison Law
  - Tech: Emerging Tech EIR
  - Creative: 1893 Brand Studio
  - Business: SBTDC



## INNOVATE CAROLINA JUNCTION

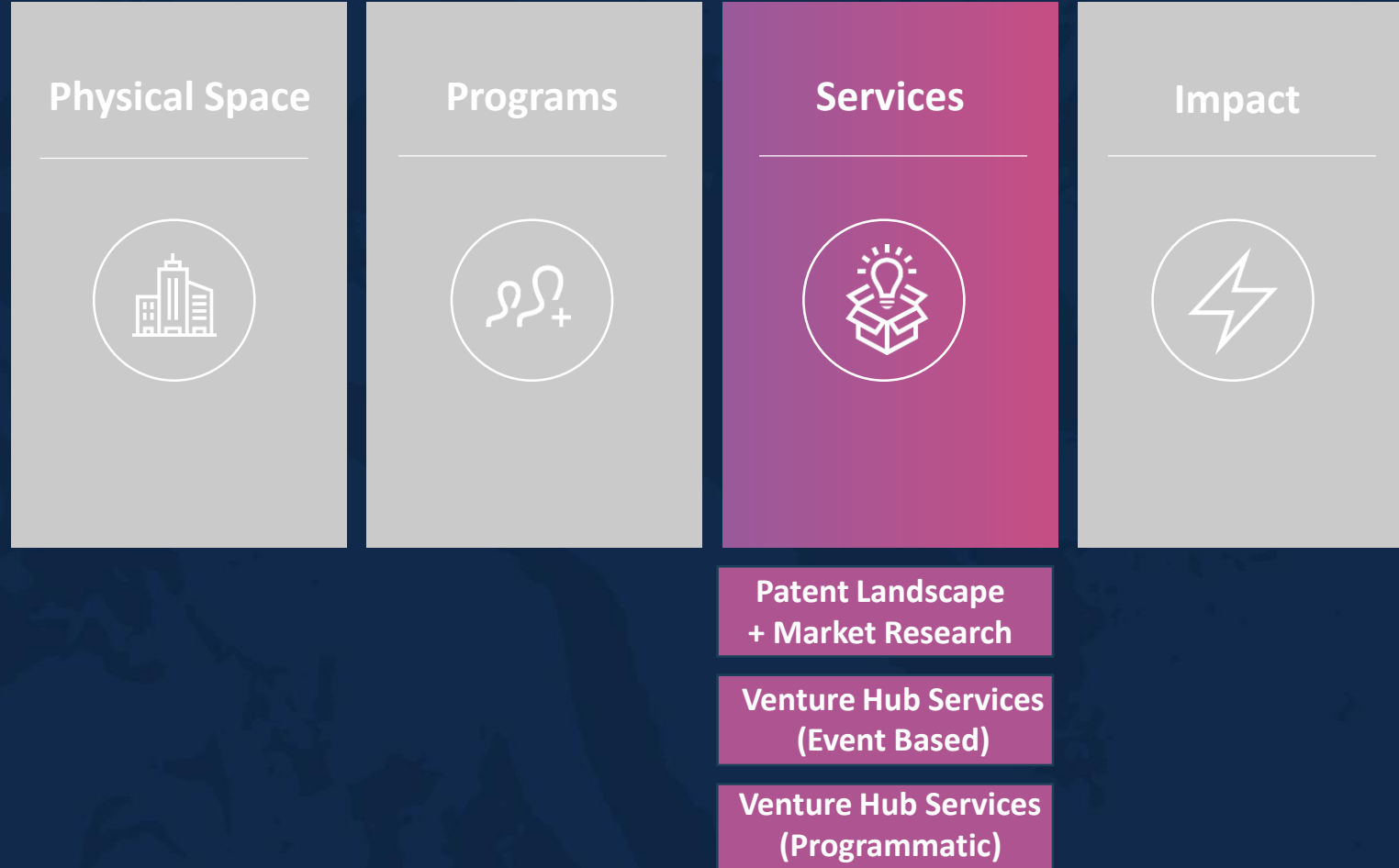
# Programs: Launch Chapel Hill

- Partnership: Town of Chapel Hill, Orange County and UNC-Chapel Hill
- 501(c)(3) entity
- Fall, spring accelerators, summer for students
- Industry agnostic
- No UNC or Chapel Hill affiliation required
- 1-year free coworking at Junction
- Workshops, events, mentors





# Services



## INNOVATE CAROLINA JUNCTION

# Services: Patent Landscaping and Market Research

- Helps clients assess their technologies, the marketplace and potential investment funding
- Led by Innovate Carolina's research experts
- Custom analytics reports
- View of competitive landscape
- Understand current and project market conditions
- Identify opportunities for grants to:
  - Complete research
  - Launch new products, services and ventures
  - Expand into new markets



## INNOVATE CAROLINA JUNCTION

# Services: Venture & Industry

### Event-Based Services

Programs that facilitate interaction and collaboration among new ventures, small businesses, large corporations and investors.

- Industry workshops
- Industry focus groups
- Advisor presentation meetings
- Investor/partner networking events
- Reverse investor/industry pitches

### Programmatic Services

- Industry fellowships
- Industry advisory committee
- Business development



## INNOVATE CAROLINA JUNCTION

# Junction Community and Services Partners



180+ co-working members, companies and partners, including...



# Impact

Physical Space



Programs



Services



Impact



Data Platform

Economic Engagement,  
Strategy + Content

## INNOVATE CAROLINA JUNCTION

# Impact: Data Platform-- Innovate Carolina Data Hub

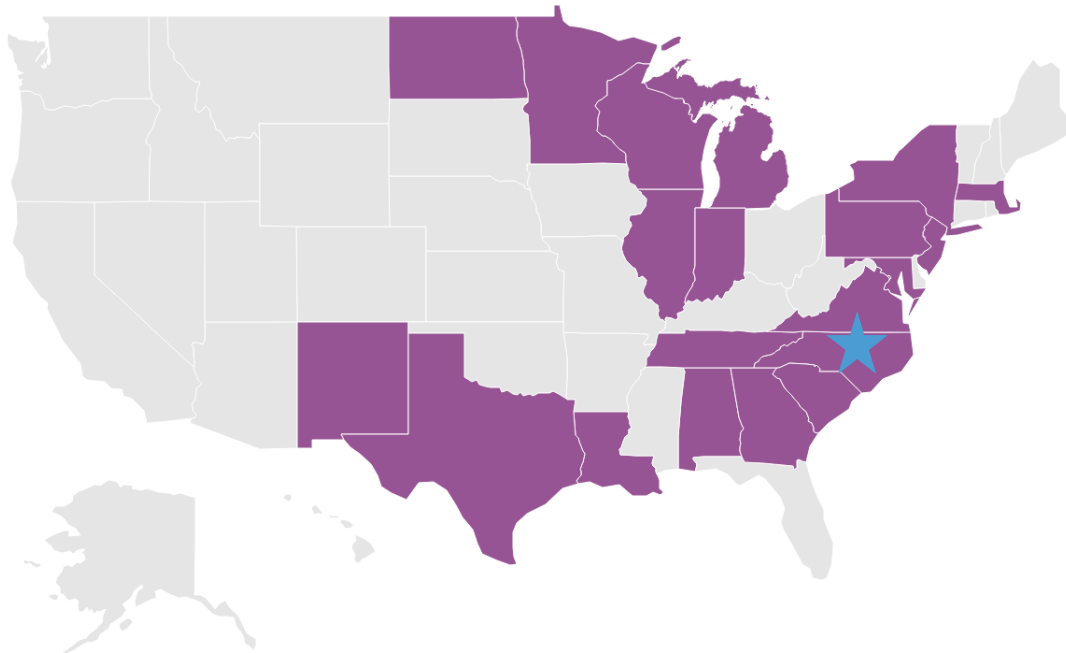
- Startups Database (metrics and economic, based on startup companies)
- Network Database (operational impact, built around individuals)
- Applications and surveys
- Impact Dashboard:  
<https://impactdashboard.unc.edu/impact-dashboard/>



## INNOVATE CAROLINA JUNCTION

# Innovation + Economic Impact

- Convene and engage with key stakeholders
- Demonstrate UNC innovation + tech-based economic impact
- Develop impact-focused content
- Identify/amplify trends, best practices and content



## INNOVATE CAROLINA JUNCTION

# Impact: Downtown Together Task Force

- **Focus areas:**
  - Downtown beautification
  - Clean-and-green initiatives
  - Wayfinding
  - Infusion of arts/culture downtown
- **Targeted projects:**
  - Alleyway painting and lighting
  - Enhanced trash cans
  - Bus shelters
  - Public art elements
  - Wayfinding
  - Lighting and security grants
  - Clean-and-green team
  - New planters
  - Varsity Alley





## INNOVATE CAROLINA JUNCTION

# Impact: Downtown “Hill Host” Ambassador Pilot

- Pilot: by Innovate Carolina, July 22-23, 2024
- Downtown engagement: Fans visiting for international FC Series soccer match
- Goals: Welcoming, guiding, hospitality
- 20 volunteers: University, Town of Chapel Hill, Chamber, Downtown CH Partnership
- “Hill Tank” Startup Pitch Competition: “Startup Alley” at the Junction





THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL