

Chapel Hill Council Committee on Economic Sustainability

Sheryl Waddell, Director of Economic Development and Innovation Hubs

Innovate Carolina

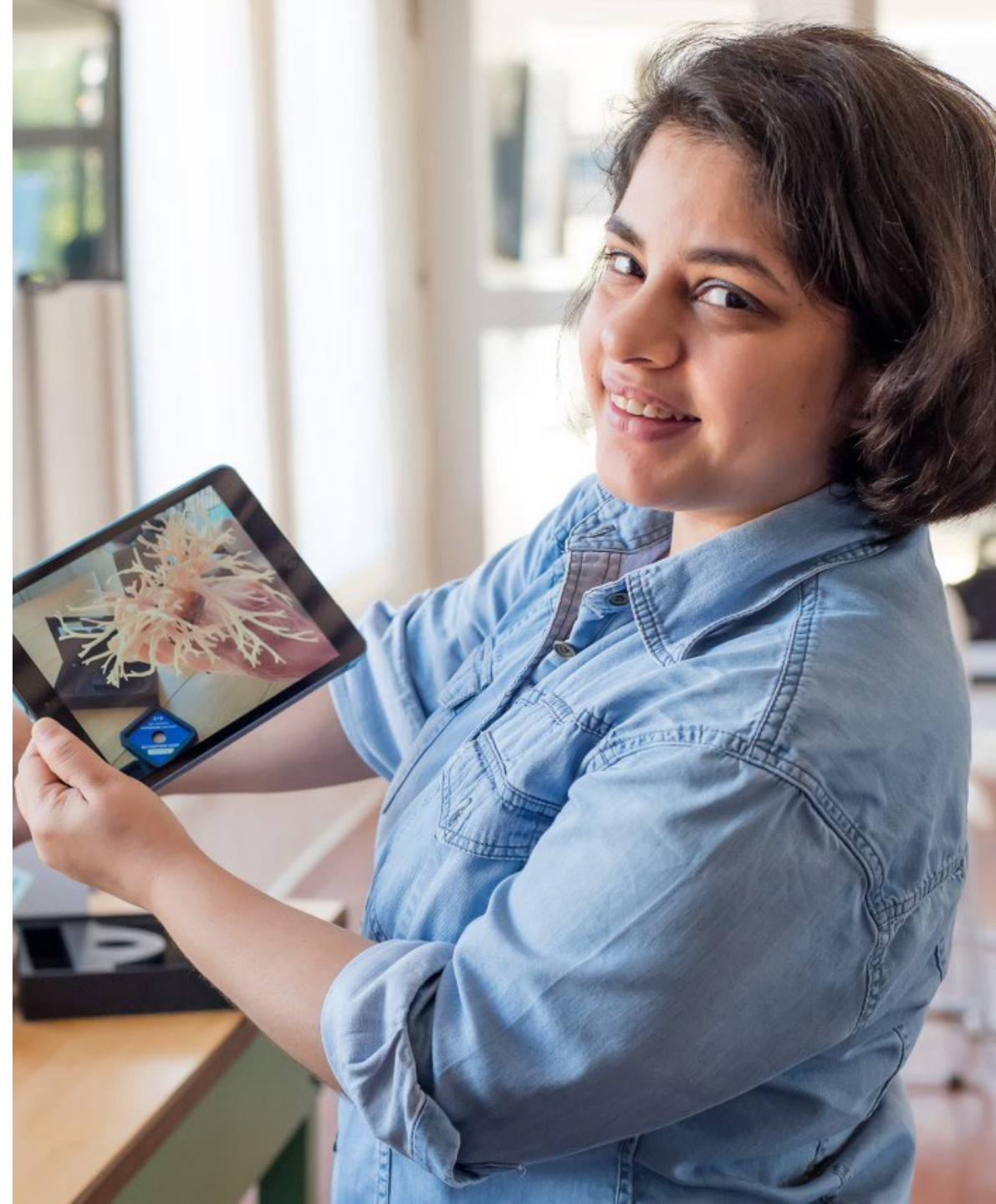
October 6, 2023

Together, we innovate for ALL

Innovate Carolina is the central team for innovation, entrepreneurship and economic development at the University of North Carolina at Chapel Hill.

Our programs and services help innovators and entrepreneurs launch startups and create market-ready technologies, products and services.

By helping problem-solvers move more inventions and valuable ideas into the world faster, we make the greatest social and economic impact possible.



Who are we?

We are community catalyzers, innovation programming specialists, relationship builders, trailblazers, startup founders and local residents.

We're ready to make connections that will lead to the greatest social and economic impact possible.



Sheryl Waddell
Director of Economic
Development and
Innovation Hubs



Kimi Yingling
Assistant Director,
Innovation Hubs



Cindy Reifsnider
Director of Data and
Partnership Strategy



Shellie Edge
Director of Marketing and
Engagement



Liz Chen
Design Thinking Lead



Sarah Daniels
Creative and Brand Lead



Jessica Fowler
Communications Manager



Patrick Kastian
Lead Research and
Data Analyst



Julia Lutz
Innovation Hub
Community Manager



Emily Nelson
Administrative Associate



Tiffany Pierce
Data Analyst



Anise Robinson
Student Engagement and
Events Manager

The Innovate Carolina Junction



Officially open September 27th 2023,

- A 20,000 square foot innovation hub home to Innovate Carolina and our community of problem solvers and entrepreneurs
- Offices, coworking and **collaboration** to drive innovation and partnerships
- **central catalyst** between the university, town and industry
- **an anchor for the innovation district** with a priority to keep startups created at UNC in Chapel Hill and to attract industry to strengthen the local economy.

98 coworking
members in 35
companies

35+ events held or
requested
(August 2023 to
December 2023)

More than 1,400
guests anticipated at
requested events

Downtown Together Taskforce Collaboration

Innovation District Phase 1

Columbia Street

Henderson Street

Rosemary Street

Franklin Street

UNC CAMPUS

5

Hotel and Conference Center

4

Professional Apartments
101 E. Rosemary

Downtown Parking Center
125 E. Rosemary

2

Urban Park

Innovation Hub
136 E. Rosemary

1

137 E. Franklin

Life Sciences Center
150 E. Rosemary

3

Town Green

HISTORIC DOWNTOWN

Porthole Alley

6

Innovation to Impact Signature Series

- Focuses on challenges we face as a state, nation and world
- Collaboration opportunities with industry and university experts
- Fall theme: The Future of Work: Technology, Talent and Trends
 - Deloitte, Volvo, Red Hat, Steelcase, Gensler, Cisco, Fidelity, Salesforce, Epic Games, and Siemens Healthineers
 - Gilling's School of Public Health, Kenan Flagler Business School, School of Medicine, School of Nursing, Career Services, School of Data Science and Society, and Computer Science



Designing Modern Workplaces through Hybrid Collaborations

Oct. 13 | 12 p.m. - 2 p.m. | The Junction

Join Innovate Carolina for concepts for rethinking office space that's designed for modern work, while balancing individual, leader and organizational needs.

Featured Presenters and Facilitators:

- Steelcase
- Innovate Carolina | Office of Design and Innovation for the Public Good

[Register Now](#)

Thrive with Intelligent Tech of Tomorrow

Oct. 27 | 12 p.m. - 2 p.m. | The Junction

Join UNC faculty and industry experts to discuss how to prepare for a new professional world driven by AI technologies.

Featured Presenters and Facilitators:

- School of Information and Library Science
- UNC Kenan-Flagler Business School
- Cisco

[Register Now](#)

How Can AR/VR Make Your Profession More Productive?

Nov. 3 | 12 p.m. - 2 p.m. | The Junction

Join UNC-Chapel Hill's schools for demos of eye-popping professional applications of AR/VR tech.

Featured Presenters and Facilitators:

- Fidelity
- UNC Hussman of Journalism and Media
- UNC School of Nursing
- UNC School of Medicine

[Register Now](#)

Future Proof: Innovation Skills of Tomorrow

Nov. 16 | 5 - 7 p.m. | The Junction

Join our panel of talent experts for a lively and thought-provoking discussion on preparing talent—and your organization—for the future of work.

Featured Presenters and Facilitators:

- Infosys
- Deloitte
- RTI International
- InHerSight

[Register Now](#)

Innovate Carolina Networking Night

Nov. 30 | 5 - 7 p.m. | The Junction

Connect with a diverse community of professionals, entrepreneurs, innovators, and like-minded individuals who share your curiosity about the future of work. Forge meaningful connections, exchange ideas, and foster potential collaborations that transcend industries and boundaries.

Featured Facilitator:

- NC Idea Fund

[Register Now](#)



Early Adopter: Durham Tech Community College

- Establishing a presence in Chapel Hill
- Offering classes to the community and workforce development training to industry
- Further develop the relationship between UNC and the community college including a working counsel that will uncover new opportunities.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



DURHAM
TECH

- Partnership between the town, the county and university.
- Join us at the Junction – dubbed Startup Alley
- Launch and Learn Series of events on Fridays for lunch
- 10 year in operation
- 2022 IMPACT:
 - 177 companies supported
 - \$108 million in company revenue earned (2022 snapshot)
 - \$79.2 million in company funding raised (total – all years); \$39.4 million raised in FY22 alone.
 - 1,239 people employed by Launch employees (2022 snapshot)



LAUNCH & LEARN SERIES

**“Storytelling for Entrepreneurs, Start-Ups and Small Businesses”
w/ Julia F Green**

Friday, October 6th

12:00-1:30 PM

In Person @ 137 East Franklin St, Chapel Hill, NC

Visit Launch’s new space at the Downtown Chapel Hill Innovation Hub: The Junction. Lunch is on us for everyone who registers to attend, and we’ll send location-access instructions the Thursday before.



Marketing and Communication

Serves as the “face” of Innovate Carolina through public relations, marketing and branding efforts.

Key offerings:

- Communications strategy and support
- Content creation including blog posts and feature stories
- Website strategy and management
- Email marketing
- E-newsletters: general, faculty and student
- Social media strategy and campaigns
- Design and collateral, including templates, logos, brand guide and signage

WHERE TO FIND US

Find us at



Innovate Carolina Junction

136 E. Rosemary Street
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