



Policies & Procedures

July 2008

The Carolina Launch Pad is a pre-commercial business incubator jointly sponsored by:

*Renaissance Computing Institute
UNC Office of Technology Development
Kenan Flagler Business School*

1.0 Governance

The program's overall direction will be set by a three-person Steering Committee consisting of one representative each from RENCI, the Office of Technology Development, and the Kenan Institute of Private Enterprise. The RENCI representative will function as the center's on-site supervisor and will be responsible for coordinating services.

The Steering Committee is advised by a Selection/Advisory Committee consisting of representatives from across the campus and beyond. The role of the Selection Committee is to promote the center, recruit applicants, decide on final participants, and provide overall guidance and assistance for the program.

2.0 Objectives

The Launch Pad serves to assist aspiring entrepreneurs from the UNC community further explore commercialization opportunities and begin to develop fully operational business plans and working prototypes necessary to take their ideas to the "next level" and secure venture capital or angel investing, allowing for a rapid development and implementation of business concepts. The Launch Pad also aims to increase the opportunities for interactions among RENCI staff, the Kenan-Flagler community, and the computer science / IT community at UNC. The facility is also expected to assist these groups in interacting with and contributing to the local area business community at large.

The Launch Pad will provide value to participants in terms of providing guidance, support, and opportunities for these aspiring entrepreneurs to interact with high quality technical staff and resources. It is intended that participants will be able to move from the nascent idea stage to a more fully developed business model while in the Launch Pad space. The Launch Pad will provide value to partners and sponsors by affording opportunities to interact with RENCI staff and with the participants in the space. This interaction may enable the sponsors to have an early look at the technical products being developed by the participants and to have a chance to form potential partnerships with them.

3.0 Expectations

Participants occupying the Carolina Launch Pad space will make a good faith effort to explore potential market opportunities and to eventually try to bring the product to market. Participants should take advantage of the available RENCI facilities and interact with RENCI staff to gauge the true technical potential of their product and use the resources of the RENCI facility to validate a potential market. Participants should be willing to actively engage the staff of the Office of Technology Development to

investigate IP issues and potential patents. Participants should be open to exchange ideas with Kenan-Flagler business students when doing feasibility assessments and developing business plans. As the program grows and new participants move in, we expect that participants who have graduated from the program will be active in the support network and will be willing to work with current Carolina Launch Pad participants.

4.0 Admission

Timing of admission process

Admission to the Launch Pad will occur on November 1 each year. It is anticipated that applications will be open in August and evaluated in October. Continued residence at the Carolina Launch Pad is contingent upon satisfactory progress of participant ventures as determined by the Selection/Advisory Committee

Eligibility

Teams that will be eligible must be deemed to be part of the UNC community. This will include university faculty, current students, UNC staff, and alumni who have graduated within the past two years. Alumni who have graduated more than two years ago may be asked to demonstrate that they are still active in the UNC community and may be considered for admission on an ad hoc basis by the Selection Advisory Committee.

Term

Admission will be for one full calendar year. Firms that wish to stay longer than one year may reapply for space by competing against the applicants in the incoming class.

Waiting List

A formal waiting list will not be kept. However, the Selection Advisory Committee may informally revisit and re-contact certain firms that previously applied for admission if space becomes available.

Admissions process and criteria

To be considered for admission, teams will submit a completed Launch Pad application. A limited number of applicants will be selected to interview with the Selection Advisory Committee.

The Selection Advisory Committee evaluating applications will consist of representatives from the Kenan Institute of Private Enterprise, the UNC Office of Technology Development, RENCI, the UNC Computer Science Department and the School of Information and Library Sciences. Additional outside experts with private sector or relative domain experience may also be included in the admissions process as needed.

Admission Criteria

Criteria considered by the Selection Advisory Committee in evaluating the businesses will include:

1 - Perceived viability of the venture, as measured by:

- “Platform” nature of the technology
- Uniqueness of the product/service being offered
- Novel use of information technologies
- Market size being addressed by the idea
- Strength and composition of the management team
- Progress to date, i.e. partnerships leveraged, bootstrapping

2 - Appropriateness of the business for the Carolina Launch Pad as measured by:

- The venture's IT orientation
- The number of employees or participants
- Potential synergies with other participants
- Early stage, pre-revenue, pre-funding status
- Demonstrated understanding of how the Carolina Launch Pad will help the business

3 - Demonstrated commitment by management to launching the business

The number of firms selected during each admissions round will be based on the physical space limitations of the facility. The Selection Advisory Committee will focus on admitting participants that can both benefit from, and contribute to, the success of the overall program.

5.0 Facilities and Available Resources

The Launch Pad is located on the fifth floor of the Europa Drive Building and will be equipped with:

- Workstations with desk, laptop, phone and storage space
- Printer and fax machine
- Access to Parking for limited number of Team Members
- Conference table
- Office supplies

An additional fax and printers are available throughout the RENCI offices. Participants will also have access to other RENCI facilities, which include a larger conference room and a larger presentation room.

In exchange for the resources provided by the Launch Pad, participants are expected to work diligently towards their own success, behave in a professional manner, respect the

facilities and needs of other Launch Pad teams, and keep the program administrators updated as to your progress.

Assignment of space

Each business in the Launch Pad will have access to one laptop for the duration of the term. Upon being selected into the Launch Pad, each participating company should arrange to meet with the other Launch Pad companies to determine the most effective method for utilizing facilities. Use of the Launch Pad facilities is restricted exclusively to Launch Pad participants.

Keys

Each company will be issued keys to the facility. All keys must be returned upon your exit from the Launch Pad. As it contains sensitive information and valuable equipment, the Launch Pad is to remain locked when not occupied.

Phones

Each phone in the Launch Pad will be equipped with voice mail. **Use of phones provided by the Carolina Launch Pad for purposes other than for your business is prohibited.**

Mailing Address

The address for your company while located in the Launch Pad is:

Carolina Launch Pad
C/O Renaissance Computing Institute
100 Europa Drive, Suite 520
Chapel Hill, NC 27517-7583

Server

Launch Pad participants will have access to a web server for hosting of websites during their term of stay. RENCI will also provide the business firms with standardized web design services following a common, predesigned format. Any website completing commercial transactions cannot be hosted in the Launch Pad. This is a strict policy due to regulations regarding a governmental institution providing office space to for-profit businesses.

Additional access to other RENCI resources (computer resources, Innovations Lab, Visualization Lab, etc.) will be considered on a case by case basis only after admittance to the Launch Pad. Admission to the Launch Pad does not guarantee or imply the use of specialized RENCI resources or personnel, which may be provided solely at the discretion of the organization.

Workstations

Each participant venture will also be provided with a single laptop configured for use during their term, as needed. This computer must be used exclusively to support the participant's venture at the Launch Pad and not for any other purpose, and returned at the end of the venture's participation.

Parking

Occupants will be given access to a parking pass that will allow them to have free parking in the office deck on Europa Drive during their participation.

Use of the Launch Pad facility (including but not limited to phones, fax, computers, and servers) for purposes other than building your business is strictly prohibited.

All facilities questions should be directed to David Knowles, the Launch Pad supervisor, by email at dknowles@renci.org, or by phone at 445-9677.

6.0 Services

Beyond the physical assets of the Launch Pad, participants may also take advantage of the business advising and consulting services of the Kenan Institute of Private Enterprise, the expertise of the participating Kenan-Flagler faculty, and the resources and capabilities of various Kenan-Flagler clubs (such as the MBA Marketing Club or Entrepreneurship Club). Launch Pad participants will have access to ongoing RENCi Brown Bag seminars which will afford them opportunities to meet and interact with other RENCi staff. It is anticipated that there will also be opportunities for them to present new ideas to a class of second year MBA students, who may in turn be able to assist them in the brainstorming process and help to form the outlines of a business plan. Targeted workshops on intellectual property issues are also planned and will include such topics as technology licensing, invention reporting, and technology marketing. Several quarterly meetings will be held with outside faculty and RENCi staff as well as outside advisors from the local entrepreneurial community who will be able to provide additional coaching or advice about how to move toward developing a specific business plan and raising capital.

7.0 Liabilities

RENCi, the Office of Technology Development and the Kenan Institute of Private Enterprise assume no liability for the actions and activities of participants in the Launch Pad. Participants are responsible for managing their businesses, protecting their intellectual property rights, and obtaining necessary legal documentation for their legal operation. No participant occupying the Launch Pad may use the name of the University of North Carolina at Chapel Hill, the Kenan-Flagler Business School, the Kenan Institute of Private Enterprise, RENCi, OTD, or any of their employees in any manner that indicates an endorsement of the business, its services or products. Participants are independent contractors of the University of North Carolina at Chapel Hill and RENCi and Companies will be responsible for, and will indemnify the University and RENCi

and its agents and employees against, any claims, damages, or liability resulting from such participant's occupancy of the Launch Pad.

8.0 Ownership Rights and Confidentiality

Code Development

If RENCI personnel develop copyrightable computer software code, graphical representations, logos, websites, or other materials on behalf of a program participant during such participant's term at the Carolina Launch Pad, the ownership of right, title, and interest, including the copyright, in and to the work is automatically granted to the program participant. This provision does not extend to pre-existing software code, representations or other works. Furthermore, RENCI retains an ongoing right to use any such works granted to a participant for research or academic purposes. This arrangement supersedes any contrary ownership rights set forth in the University's copyright policy.

Staff and Participant Confidentiality

In connection with the Launch Pad program, it is anticipated that RENCI and program participants may find it necessary or desirable to disclose to the other party and the other party's officers, employees, agents or representatives (collectively, "Representatives") Confidential Information (as defined below). The parties will assure the confidentiality of such Confidential Information in accordance with the terms of this document. As used in this document, each party, together with its Representatives, who receives Confidential Information of the other party shall be a "Receiving Party", and the party, together with its Representatives, making such disclosure to a Receiving Party shall be a "Disclosing Party".

Definition of Confidential Information

"Confidential Information" shall mean all tangible and intangible information, including, without limitation, technical, financial, commercial and proprietary information, know-how, and trade secrets of any description, whether created or produced by the Disclosing Party, or any person on behalf of the Disclosing Party, that concerns or relates to the business or technology of the Disclosing Party or is otherwise acquired in anticipation of, during, or as a result of, or in any way connected with, this Agreement, regardless of whether such Confidential Information is marked as "Confidential."

Mutual Collaboration

The long term success of the Carolina Launch Pad program is dependent on creating an atmosphere of open collaboration between RENCI staff and the program participants and between individual program participants interacting with one another. Program participants are therefore expected to treat as Confidential Information business shared by other participants, and to positively contribute to the collegial and collaborative atmosphere of the Launch Pad facility.

9.0 Graduation

“Graduation” occurs when a company has completed its one year stay in the Launch Pad, or at an earlier time as necessary.

Upon “Graduation,” it is expected that companies will have:

- a fully developed business plan
- readiness for revenue-generating activities
- prospects for outside funding

The Launch Pad is designed for pre-commercial support in the development of the business concept, model and strategy, as well as all preliminary development activities to prepare the company to secure early stage funding and launch. Once either that funding is secured or the company launches and thereby is deriving any form of revenue, the company immediately graduates from the Launch Pad even if such event occurs prior to the one-year time period.

10.0 Early Termination

The Steering Committee may terminate the participation of any participant in the Launch Pad for any reason or for no reason by giving such participant seven (7) calendar days notice.

11.0 Participant Obligations

Notwithstanding other obligations set forth above, the participants shall:

[list]

Business Name: _____

Participant members (Name, phone, email address)

- 1.
- 2.
- 3.
- 4.

Signed

Date