

The Story of How Metros

Got Their Entrepreneurial Groove Back...



Briefing to:



**Urban Land
Institute**

Ted Zoller, PhD
Director and Associate Professor



UNC
KENAN-FLAGLER
BUSINESS SCHOOL

An American Renaissance

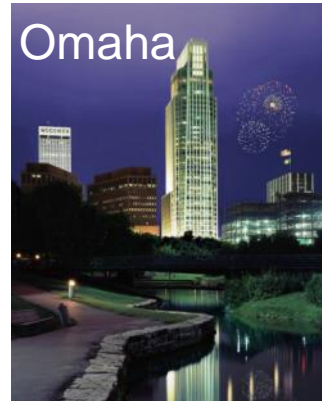
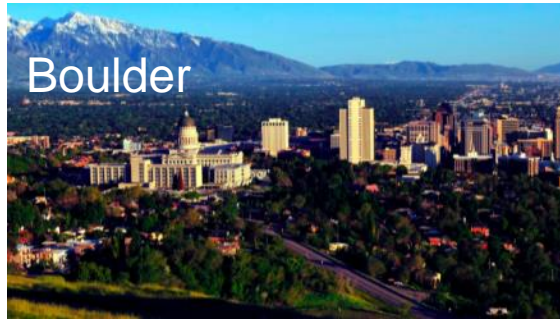
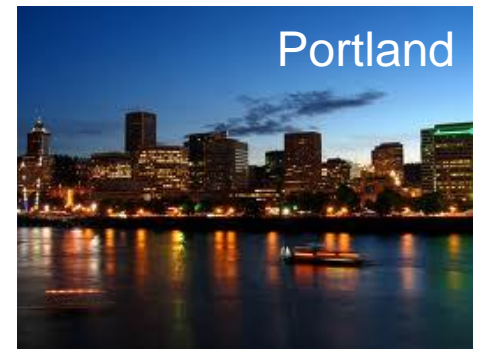
Led by Entrepreneurs?...



WINDSOR CIRCLE



Urban Resurgence in Venturing: Hot Spots...



And their bigger brothers

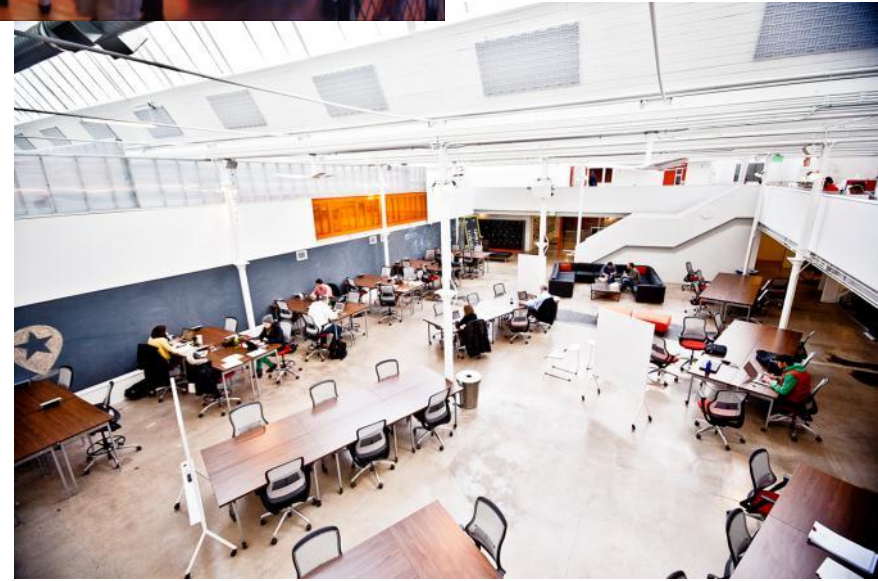
Seattle
New York
Chicago



Why the Resurgence?: Trends...



Why the Resurgence?: Engines... (just the beginning)



Ingredients

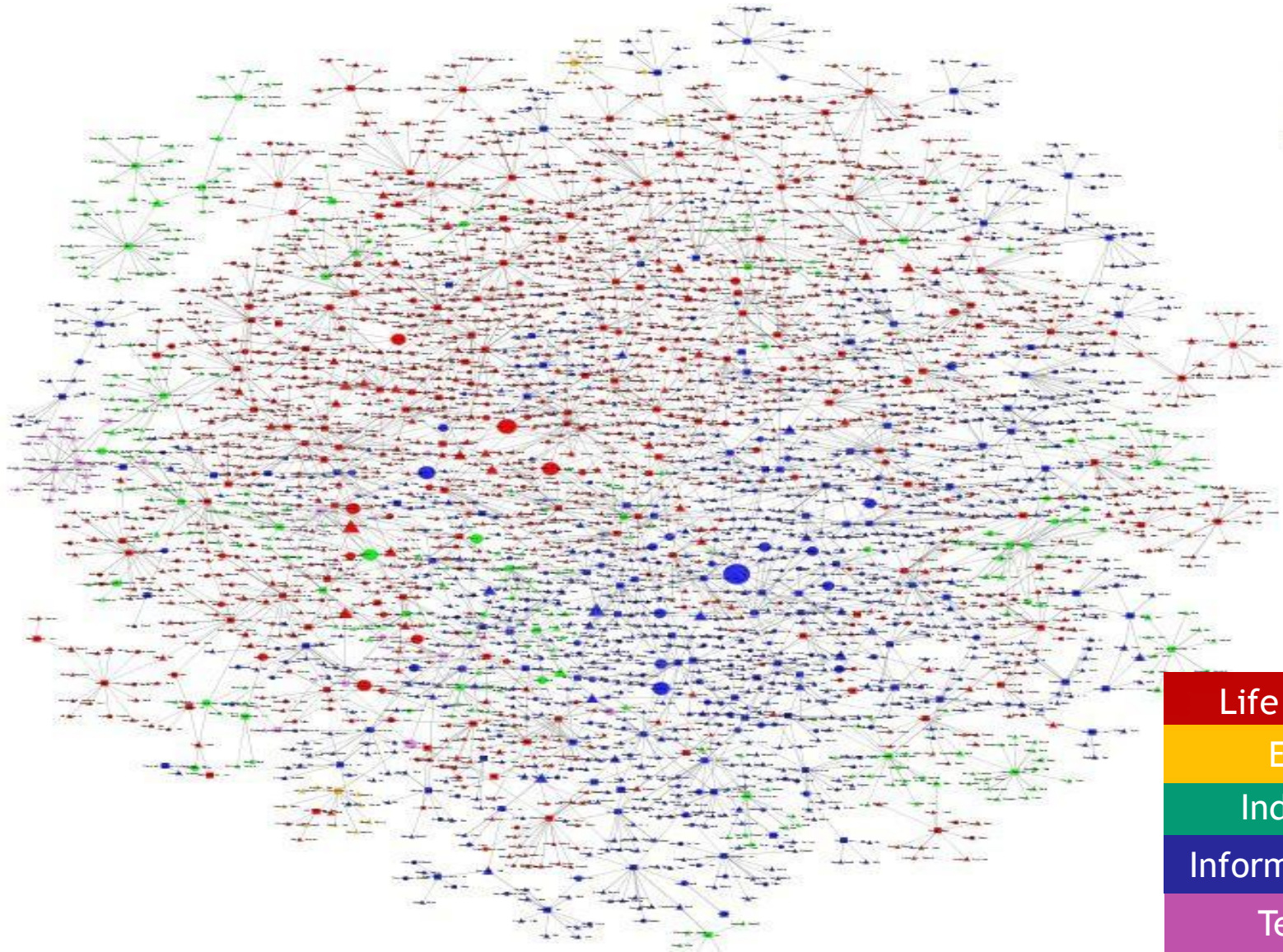
Creating a Mix...

1. **Dense Interconnected Network**
2. **Serial Entrepreneurs**
3. **Founder Culture**
4. **Innovation**
5. **Supporting Ecosystem**

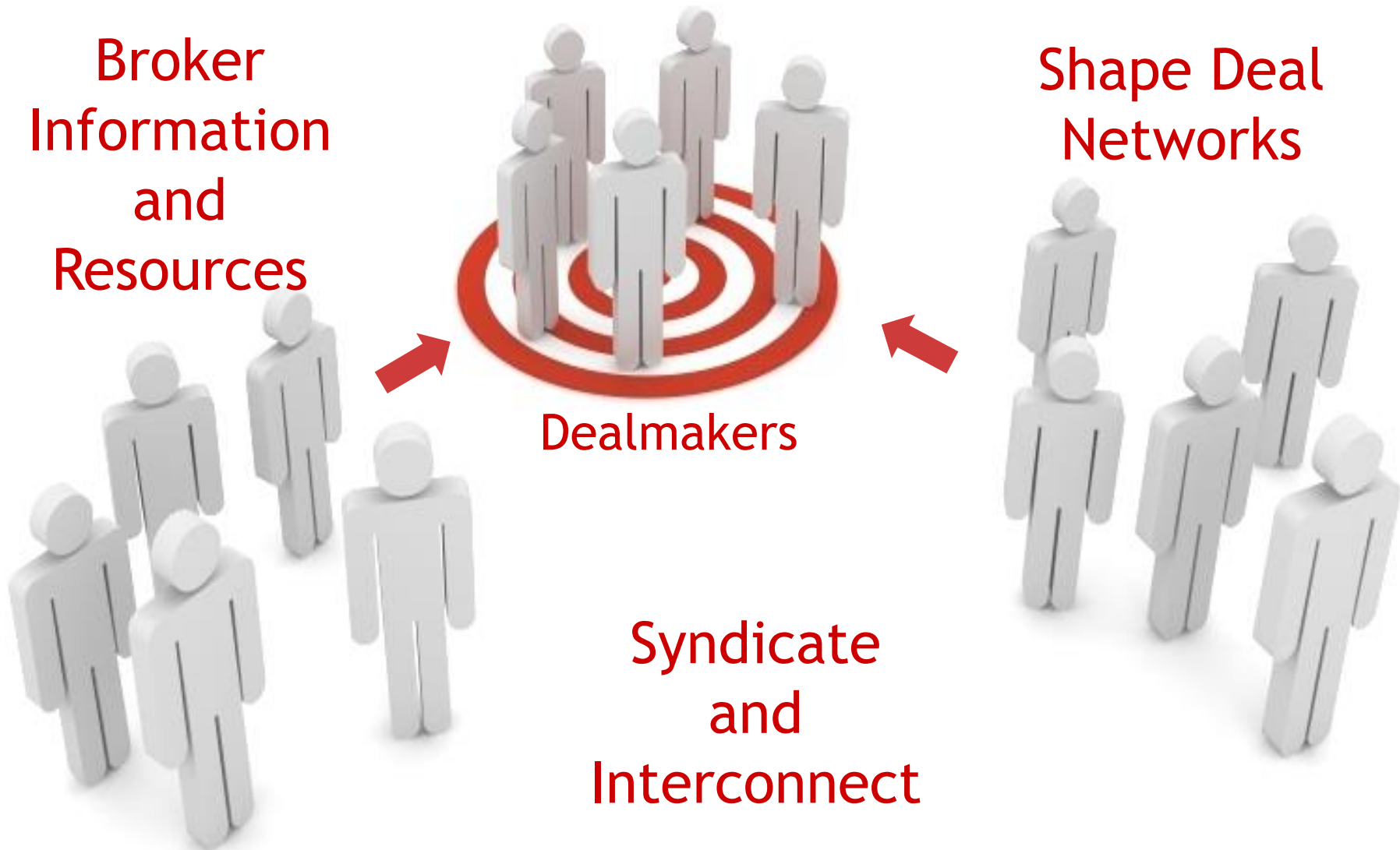


1. Dense Interconnected Network

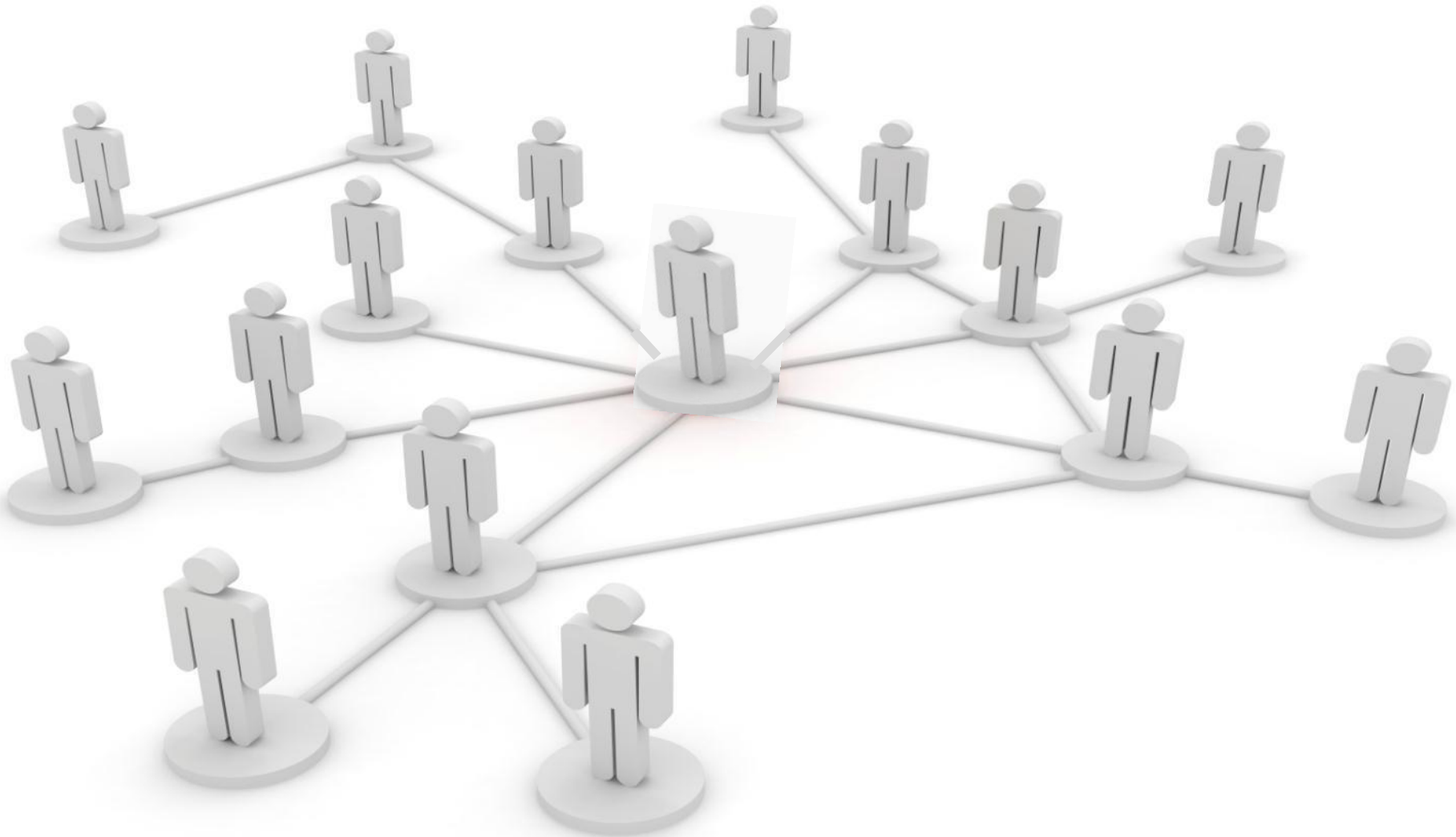
✓ RTP's Entrepreneurial Network



Dealmakers Conceptualized



Dealmakers Conceptualized



Dealmakers Conceptualized

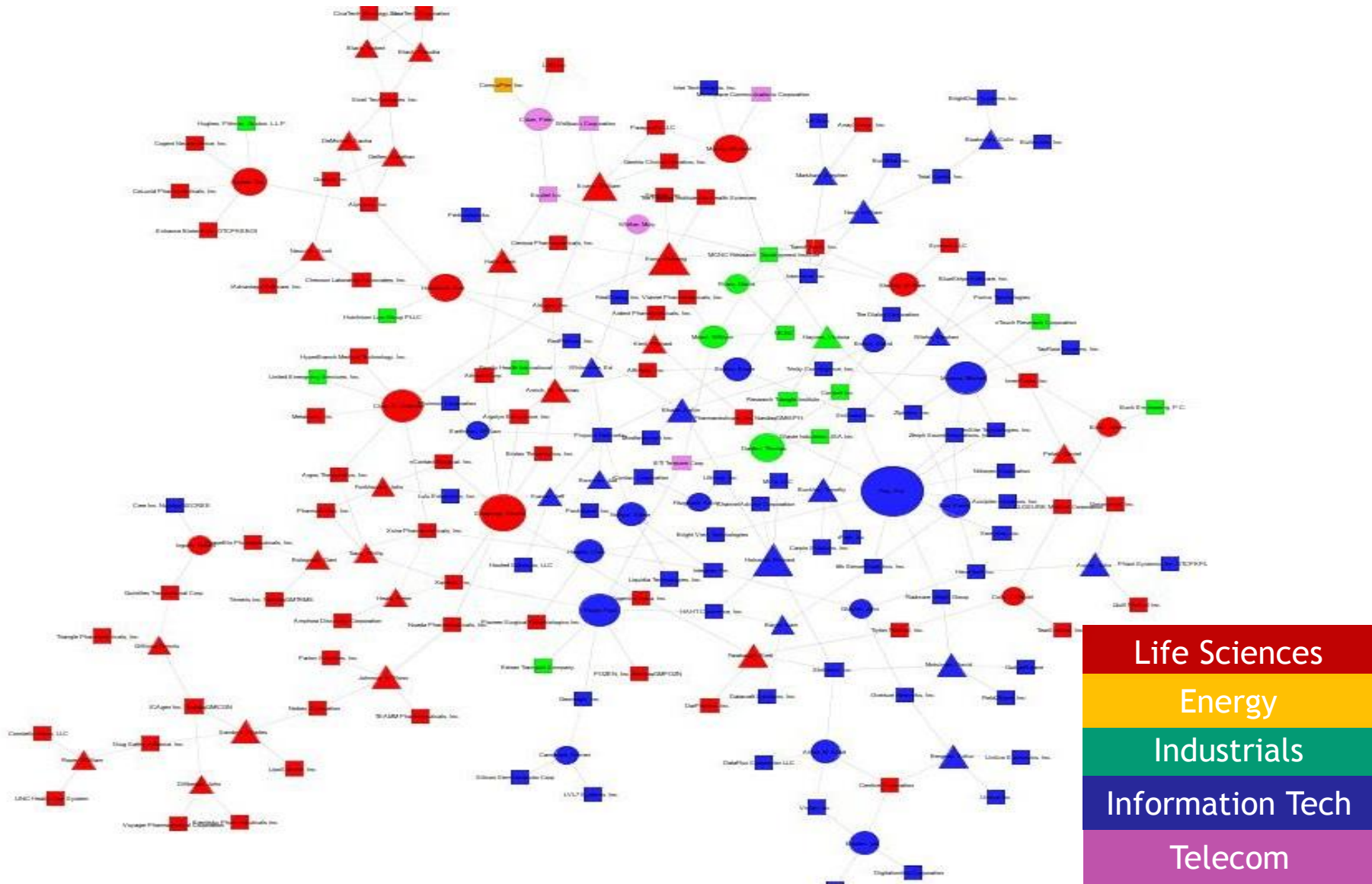


Dealmakers Conceptualized

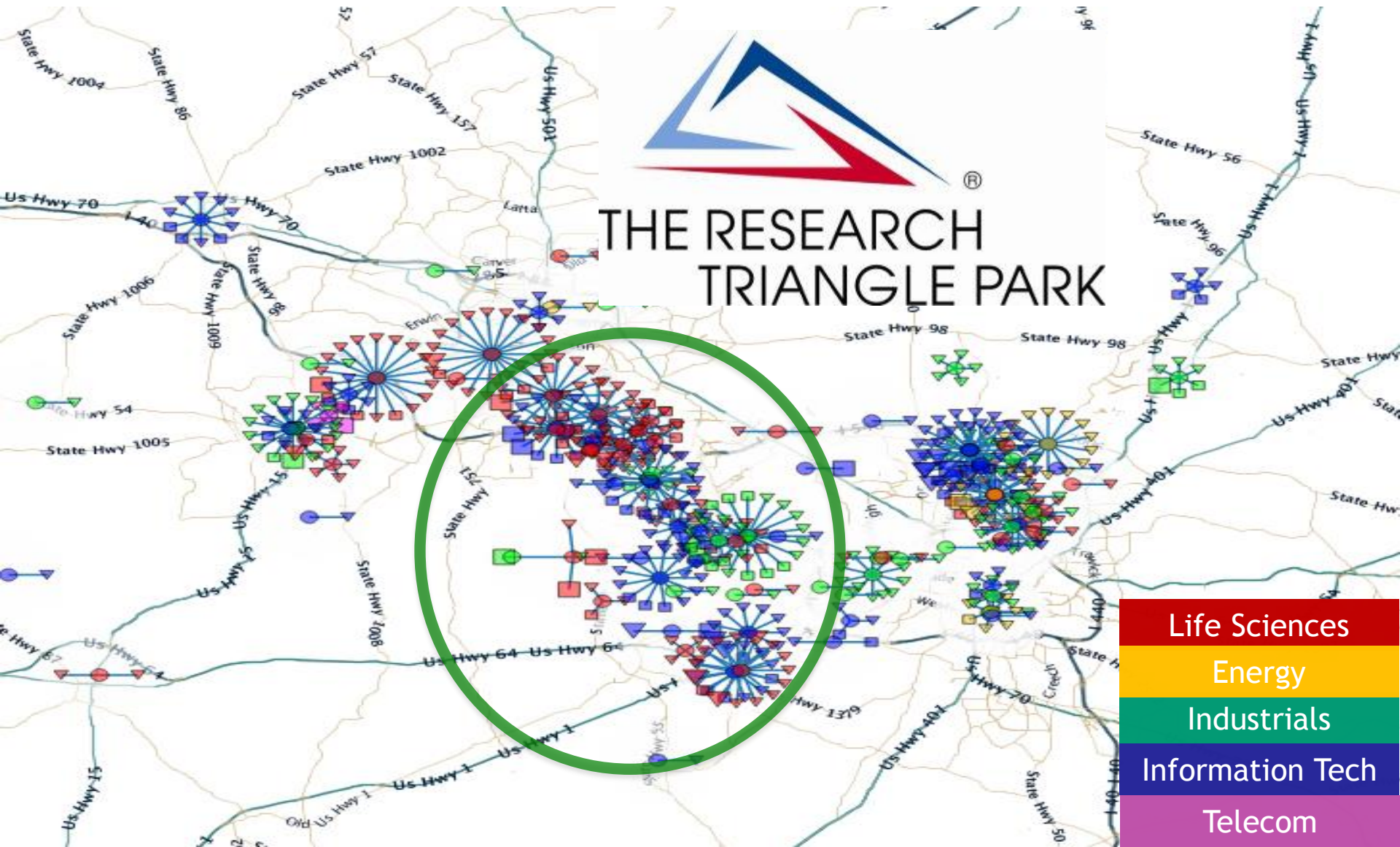


2. Serial Entrepreneurs

✓ RTP's Dealmaker's Network



✓ RTP's Dealmaker's Network



3. Founder's Culture

✓ RTP's Founders...



Next Gen



4. Innovation

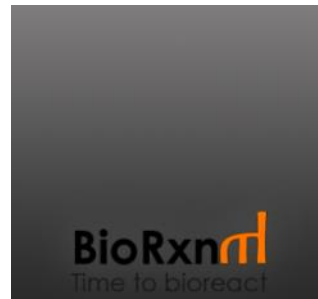
✓  IP Spinoffs...



Navitas Research LLC



Hibernaid, Inc.
Troy, NY and Chapel Hill, NC



4. Innovation

✓ Student Spinoffs...

Launch



Launching the Venture
Helping UNC Startups Since 1999

ENZI



★ Luxury Footwear

threado
innovate.

★ Helping Fashion Entrepreneurs

prepped

★ Pinterest for Teachers

 YardSprout™
Find Garden Experts ★



HeroMe
★ Customized
Superheroes

 Directed
Deposits

★ Investing in the Community

 gift boogle
Gift Search Engine

 KM WATER SOLUTIONS
Enabling Mobile Water Quality ★

AugmentMedical
Wireless Nurse Call

 Sanitation Creations
Odorless Portable Toilets



EVERYDAY GLUCOSE

Portable Glucose

SCIENCE / behind / SWEAT^{beta}

Analytics for fitness and health

 Symbology
craft a better world.
Craft a better world

Queue
Waitlist Platform

RAD Kitchen

★ Real and Delicious Food

 chek p
Health Monitoring

FILMLAB
SMART VIDEO PRODUCTION
B2B Video

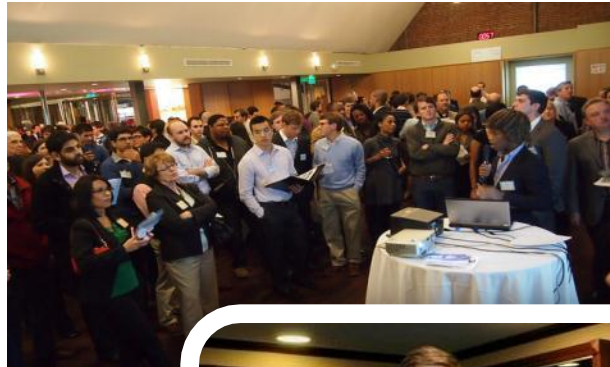
STENCIL
Students and Teachers Employing
New Criteria in Learning

 Sagrd
★ Interactive, Fun Healthiness

goodfit
the point of no returns ★

5. Supportive Ecosystem

- ✓ Creating the Stack



5. Supportive Ecosystem

✓ Top-Quality Mentors and Coaches



Ingredients

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