

## Center for Innovation and Entrepreneurship

- [Home](#)
- [About](#)
  - [About](#)
  - [Vision](#)
  - [Sponsors & Partners](#)
  - [History](#)
  - [Mentors](#)
  - [News from the CIE](#)
  - [In the Press](#)
  - [The Coalition](#)
- [Membership](#)
- [Events](#)
- [Contact Us](#)

### CIE News

#### What Is Blockchain?

by *Nikki Kroushl* on May 9, 2018



Blockchain is a way to store digital information that allows it to be securely viewed and distributed--but not copied.

It was developed by Satoshi Nakamoto, and most of its recent applications have been with cryptocurrencies like Bitcoin. But blockchain isn't just for Bitcoin: it's for virtually anything that could benefit from the use of secure, easily distributed, well-organized data. Blockchain isn't stored in any single location.

[BlockGeeks](#) likens it to Google Docs vs. a normal spreadsheet. To show a spreadsheet to multiple people or invite collaboration, you have to send a copy to a person, wait for them to view or make edits, and receive the file back from them. If you use Google Docs, however, you and your colleague can edit the same information at the same time. Blockchain is like the Google Docs of securing and sharing any form of data.

So while it's useful for cryptocurrency, it has applications in all kinds of industries. Banks and financial services could use it to handle customer transactions, contracts, loans or more. Blockchain could make crowdfunding or even voting more transparent and accessible, cutting out the middle man. It has potential applications in copyright law, file storage, Internet of Things, real estate, healthcare, education, and more.

"I heard someone make the comparison that blockchain in

#### CONNECT WITH US



2018 is like the Internet was in 1993," explains CIE Manager of Programs and Operations, Laura Brogdon-Primavera.

"Nobody's an expert yet, and anybody who claims to be is lying. We really have no idea what it could be used for, but there's a ton of possibility."

Laura recently attended a Blockchain meetup hosted by tekMountain in preparation for a CIE-hosted event: the June 15 Blockchain Summit.

The Blockchain Summit will feature an invite-only breakfast and morning sessions, followed by a luncheon open to the public. The Summit's goal is to form a team to promote and build a Blockchain Community of Exploration and Discovery for southeastern North Carolina's economic development. It will also focus on finding ways to improve job skills in blockchain for government, private entities, and nonprofits in ways that align with local and state strategic plans for economic development.

Speakers will include DJ Everette and representatives from Governor Cooper's Office, QBRICS, NC TECH, the CIE, the D.C.-based Chamber of Digital Commerce, the Global Blockchain Alliance and more.

To register for the morning session or the luncheon with NC Tech, please email [cie@uncw.edu](mailto:cie@uncw.edu).

*Check back on the website often or follow us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) to keep up with more of the CIE's events and news.*

Tweet



#### The University

Academics  
Admissions  
Arts  
Athletics  
Financial Aid  
Giving  
International  
Library  
Offices & Services  
Research

#### Academic Units

Graduate School  
Cameron School of Business  
Watson College of Education  
College of Arts & Sciences  
College of Health & Human Services  
School of Health & Applied Human Sciences  
School of Nursing  
School of Social

#### Helpful Links

Accessibility  
Alumni  
Calendar  
Current Students  
Diversity  
Emergency & Safety  
Jobs  
News  
Title IX  
Virtual Tour



## Center for Innovation and Entrepreneurship

- Home
- About
  - About
  - Vision
  - Sponsors & Partners
  - History
  - Mentors
  - News from the CIE
  - In the Press
- Membership
- Events
- Contact Us

### CIE News

#### How to Be an Entrepreneur

by Nikki Kroushl on January 20, 2017



Sarah Ritter, founder of Turnip Learning. Jeff Janowski/UNCW

More often than not at the CIE, fresh faces means people repeating a bright-eyed mantra—"I want to be an entrepreneur!"

But as Laura Brogdon-Primavera discusses, it takes more than *want* to become an entrepreneur. As Manager of Operations for the Center for Innovation and Entrepreneurship, she works daily with startups in all stages. And when we asked her how one becomes an entrepreneur, she had plenty of sage advice.

#### Commit and don't romanticize.

Building a startup from scratch seems like fun until you get started.

"A guy I had a conversation with compared it to entertainment," Laura says. "How it's glorified, and people go out to L.A. and

#### CONNECT WITH US



think they're going to make it big as an actor or a musician. And they get out there and realize how hard it is and how many competitors there are."

Entrepreneurship is hard work, long hours, and passion for an idea that very few other people will echo. It means spending your own money and the money of friends and relatives who believe in you before you ever see a penny of investors' capital.

"That's why it's important that the CIE educates through its programs," Laura says. "We have as many that come in and say 'I want to be an entrepreneur,' but do you really?"

### Embrace failure.

"You're going to fail," Laura says, "so fail fast and move on to something else."

Almost any other authority in startup culture will say the same. Failure is such a widely accepted part of the entrepreneurship ecosystem that it's treated as a guarantee. That doesn't mean that failure shouldn't be taken seriously and that you shouldn't learn from it, but it means that you should prepare for it and move on quickly.

### Solve problems. Don't provide preventative measures —provide treatments.

"People are more likely to buy aspirin when they have a headache than vitamins to keep themselves healthy," Laura says, quoting wisdom she's learned from the industry over the years.

As an entrepreneur, you must create a solution to an existing problem—not a product that you think has value. Product development begins with asking customers in an industry what pains them, what their biggest headaches are.

### Think in scales.

"If there's a problem at a hospital in Wilmington," Laura says, "the hospital in Asheville or Raleigh or Winston-Salem could have the exact same problem."

A key part of being a successful entrepreneur is identifying ways to scale successfully and introduce your product to new customers.

### Do your research.

"Facebook doesn't happen overnight," Laura says, "and Facebook wasn't the first. It's usually not the first [product] to market that becomes the successful one."

There are guaranteed to be people who have tried and failed to create and market your product before you. But they must have had small successes along the way. Embracing failure means not only learning from your own failures, but from the failures of your predecessors. It means plenty of research—how can you take the success that someone else had and make it better?

### Be prepared to never stop learning or asking for help.

In the end, no entrepreneur makes it alone. Very often, startups succeed because they have a community to rely on—other startup and business owners, educational and resource facilities like the CIE, investors big and small, and friends and volunteers who make it happen.

Now that you know the basics, drop by on one of our Welcome Wednesdays to meet with CIE Director Diane Durance and Seahawk Innovation to learn more about how you can educate yourself and become an entrepreneur.

Check back on the website often or follow us on [Facebook](#), [Twitter](#), and [Instagram](#) to keep up with more of the CIE's events and news.



#### The University

- Academics
- Admissions
- Arts
- Athletics
- Financial Aid
- Giving
- International
- Library
- Offices & Services
- Research

#### Academic

- Units
- Graduate School
- Cameron School of Business
- Watson College of Education
- College of Arts & Sciences
- College of Health & Human Services
- Center for Marine Science

#### Helpful Links

- Accessibility
- Alumni
- Calendar
- Current Students
- Diversity
- Emergency & Safety
- Jobs
- News
- Title IX
- Virtual Tour
- Visit



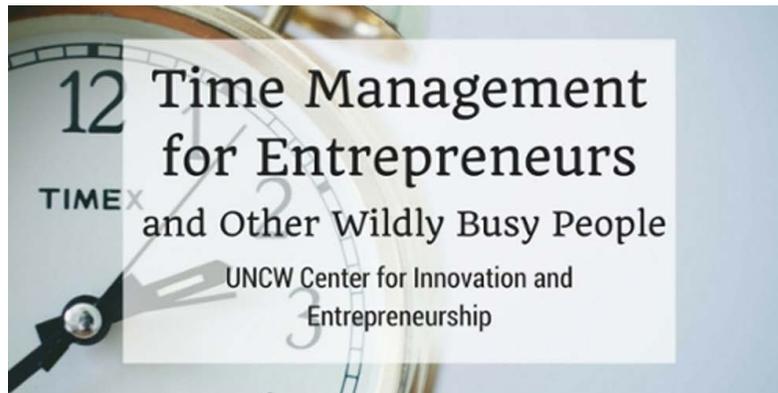
## Center for Innovation and Entrepreneurship

- [Home](#)
- [About](#)
  - [About](#)
  - [Vision](#)
  - [Sponsors & Partners](#)
  - [History](#)
  - [Mentors](#)
  - [News from the CIE](#)
  - [In the Press](#)
- [Membership](#)
- [Events](#)
- [Contact Us](#)

### CIE News

#### Time Management for Entrepreneurs and Other Wildly Busy People

*By Nikki Kroushl on September 30, 2016*



At the Center for Innovation and Entrepreneurship, we're all about—you guessed it—innovation and entrepreneurs. In a high-energy startup ecosystem like ours, there is a constant stream of opportunities flowing through. And as people with entrepreneurial spirits, we take advantage of every opportunity that comes our way. We work late nights and early mornings. We chug coffee as if it is some magical productivity elixir. And in doing all of these wonderful and amazing things, our messy, busy, fast-paced lives sometimes come crashing down on us all at once.

The CIE [has tons of high-profile events going on this fall](#), which means everyone on staff and all of the tenants are on an especially high alert. But there's more to innovation and entrepreneurship than running yourself into the ground; being a successful individual requires the ability to properly manage time, including time to rest.

So we asked around the office to find out what some of our staff's favorite time-management tips are.

#### CONNECT WITH US



## Setting Priorities

“Prioritize wisely. Know what’s most and least important. And eat lots of carbs.” – Cameron Meredith, CEO of Remarkable and Meredith & Ford Media Group, also known as a CIE event assistant. We’re not sure about the carbs part, but prioritizing efficiently is a must-have skill for all those with busy lives and especially entrepreneurs.

This doesn’t only mean choosing which tasks to tackle first in your day, but also learning to let little things go when they slip through the cracks. It means choosing to worry about what’s coming, not what’s already been done. And it means learning how to say no and pass up opportunities events that aren’t worth the time and effort.

## Unplugging

“I don’t do this yet,” says Laura Brogdon-Primavera, CIE Manager of Operations, “but I’m going to start—shut off the inbox; only check emails at certain times of the day. Unplug. Know that the work will be there tomorrow, and it’s okay not to do it all today.”

72% of smart phone users check their phones once per hour. As a society, we no longer know how to be without technology for longer than a few minutes at a time. Technology is a great thing, and many of the CIE’s tenants are tech-based startups, but moderation is important. Being able to turn off the constant notifications and distractions contributes to the most important time-management skill...

## Relaxation

“Know how to relax.” – Mary Harrison, CIE graduate assistant. Recharging is vitally important. “Take your lunch break, laugh a little bit—it’s all right,” adds Laura.

Laura also points out that if you don’t take care of yourself, you can’t take care of others—or your startup.

Graduate assistant and CEO of Turnip Learning Sarah Ritter says that one of the most unique and wonderful things about Wilmington is, of course, the beach! “If you’re really stressed out, you can just spend a Saturday morning at the beach,” she said in her interview for her Friday Feature. “That’s my recovery—it’s important to recharge and get some perspective.”

Whether your relaxation involves sand and waves or a night curled up on the couch with *Friends*, make time for it.

If you've got any other tips or tricks for time management as an entrepreneur, tweet us at [@UNCW\\_CIE](https://twitter.com/UNCW_CIE)!