



Phillip Pappas
Small Business Center Coordinator, Chatham County
919-545-8015
ppapp612@cccc.edu

Small Business Center Network

The NC Community Colleges Small Business Center Network (SBCN) is our state's largest state-supported small business assistance initiative.

Currently, the Network has 60 sites throughout the state with Centers conveniently located within a 30-minute drive of every North Carolinian.

At the core of its vision, the Small Business Center Network is positioned to focus on entrepreneurship, small business and economic development with an emphasis on assisting start-ups, early stage, and businesses seeking disaster assistance or seeking to stabilize.

Our unique structure allows ease of access and unparalleled knowledge of and linkages within local communities.

We collaborate with Federal, State and local entities to help business owners get the most current information needed to start and successfully operate their enterprises.

Potential or existing small business owners can take advantage of high quality, readily accessible assistance.



Small Business Center Services

Potential or existing small business owners can take advantage of high quality, readily accessible assistance that includes:

- Free, confidential one-on-one business counseling services
- Resource and referral information for a variety of business needs
- High-impact seminars and classes available free of charge
- Entrepreneurial Assessment
- Entrepreneurship Training
- Business Plan Development
- Sources of Capital and Loan Preparation
- Marketing Assistance
- Biotechnology (NCCCS BioNetwork)
- International Trade
- Government Procurement



Business Seminars, Workshops & Webinars

Small Business Centers offer a wide variety of seminars and workshops to help small businesses be successful throughout the year. Some of the topics include:

- How to Start a Business
- How to write a Business Plan
- Financing Your Business
- Bookkeeping and Taxes
- Marketing for Success

All seminars and workshops are available at no charge. The Small Business Center Network offers over 3,500 seminars and workshops throughout North Carolina each year.



Chatham SBC Programming 9/21 - 9/22

- Business Planning Part 1: Introduction to Business Models
- Business Planning Part 2: Writing your Business Plan - The Foundation
- Business Planning Part 3: Writing your Business Plan - Making it Happen
- Business Planning Part 4: Writing your Business Plan - Designing the Customer Experience
- Business Planning Part 5: Financial Planning for your Small Business
- How To Turn Your Hobby/Talent into a Small Business
- Foodservice Bootcamp: Mise en Place Your Business for Success: Food Business Startup (Part 1 of 5)
- Foodservice Bootcamp: Mise en Place Your Business for Success: Permits and Licensing (Part 2 of 5)
- Foodservice Bootcamp: Mise en Place Your Business for Success: Permits and Licensing (Part 3 of 5)
- Foodservice Bootcamp: Mise en Place Your Business for Success: Permits and Licensing (Part 4 of 5)
- Foodservice Bootcamp: Mise en Place Your Business for Success: Permits and Licensing (Part 5 of 5)
- Introduction to Starting a Business (Chatham Spark)
- Business Taxes (Chatham Spark)
- How to Find Your Customers (Chatham Spark)
- Financing Your Business (Chatham Spark)
- Marketing Your Business (Chatham Spark)
- Basics of Bookkeeping and Financial Statements (Chatham Spark)
- Class Presentations and Graduation (Chatham Spark)
- e-Commerce for Small Business
- Nonprofit Skill Building - How to Develop an Active, Engaged Board of Directors - Part 1
- Nonprofit Skill Building - How to Develop a Successful Strategic Plan - Part 2
- Nonprofit Skill Building - How to Conduct Donor-Driven Fundraising - Part 3
- Starting a Business, Building a Plan (Chatham Spark)
- Legal Considerations of Starting a Business (Chatham Spark)



Small Business Network Webinars

October-December

- Creating a Winning Business Plan (Webinar)
- Creating a Winning Business Plan (Webinar)
- Perfecting Your Business Pitch
- ABC's of Starting a Small Business on a Limited Budget
- ABC's of Starting a Small Business on a Limited Budget
- Writing a Successful Business Plan
- Are You Ready to be an Entrepreneur
- Finding Your Customer and Creating a Marketing Plan
- Finding Your Customer and Creating a Marketing Plan
- Writing a Business Plan for your Nonprofit
- Dynamite Marketing for Small Businesses
- A Master Class on Airbnb Hosting
- Dynamite Marketing for Small Businesses
- Legal Considerations for Franchising Your Business or Buying A Franchise (Online)
- Building an Online Portfolio for Your Artwork, Part 1 (Online)
- Building an Online Portfolio for Your Artwork, Part 2 (Online)
- Financing Your Small Business
- Financing Your Small Business
- Creating a Winning Business Plan
- Creating a Winning Business Plan
- Creating a Winning Business Plan
- Creating a Winning Business Plan
- Access to Capital for Your Small Business (Online)



Investing in Chatham County Entrepreneurs



Chatham SPARK

- Chatham SPARK is an eight-class program that introduces entrepreneurs and existing business owners to the concepts and practices that will give interested individuals the tools necessary for business success.
- At the end of the program, each participant should have produced a basic small business plan, and will have the opportunity to present their plan and business concept to a team of business professionals (pitch competition)
- \$5000.00 Grant Provided by Mountaire Farms
- The SPARK Program is an entrepreneur-development program presented by the Central Carolina Community College Small Business Center, Chatham Chamber of Commerce and Mountaire Farms.



Chatham SPARK Impact



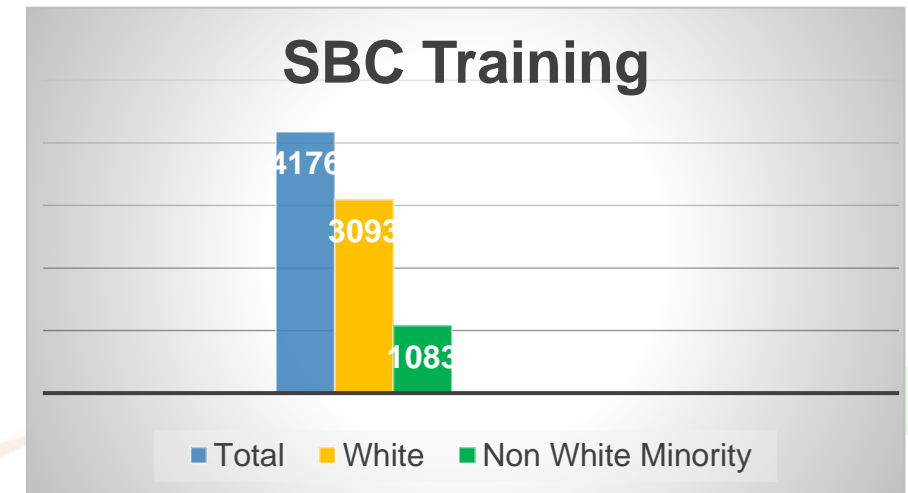
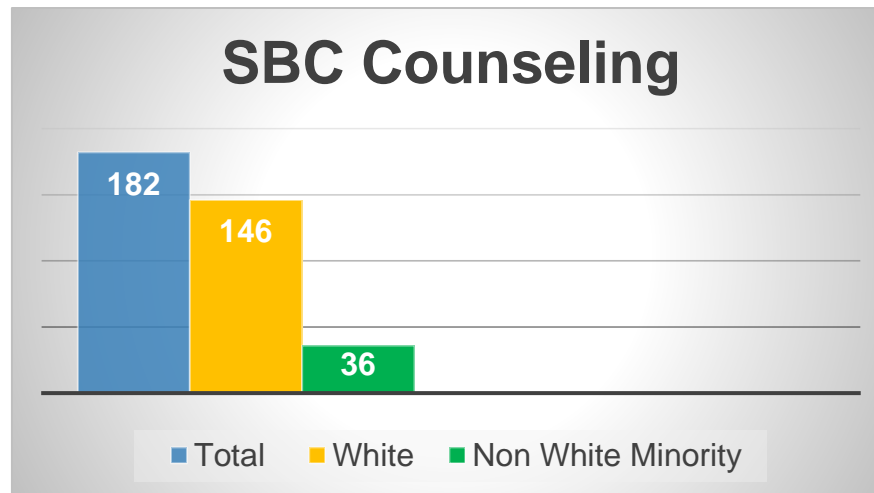
Chatham SBC Strategic Partners

- 79 West/Innovate Carolina
- EDPNC-The Economic Development Partnership of North Carolina-focuses on recruiting new businesses to the state, supporting the needs of existing businesses, connecting exporters to global customers, helping small business owners get their start, and attracting tourists and visitors from all over the world.
- Chatham Chamber of Commerce
- Chatham EDC
- Carolina Community Impact- a nonprofit organization that provides access to credit and asset-building techniques for individuals and small businesses.- (Community Development Financial Institution)
- NC IDEA- NC IDEA helps North Carolinians achieve their entrepreneurial ambition to start and grow high potential companies. NC IDEA fosters sustainable economic development with competitive grants and programs for entrepreneurs and funding to strengthen the North Carolina entrepreneurial ecosystem.
- NC Rural Center- The NC Rural Center's mission is to develop, promote, and implement sound economic strategies to improve the quality of life of rural North Carolinians. We serve the state's 78 rural counties, with a special focus on individuals with low to moderate incomes and communities with limited resources.
- NC SBTDC- Provides management counseling and educational services to small and mid-sized businesses.
- SBA SCORE- Volunteer, business mentors, dedicated to helping small businesses plan, launch, manage and grow. SCORE is a nonprofit organization that is driven to foster vibrant small business communities through mentoring and educational workshops.
- Webb Squared

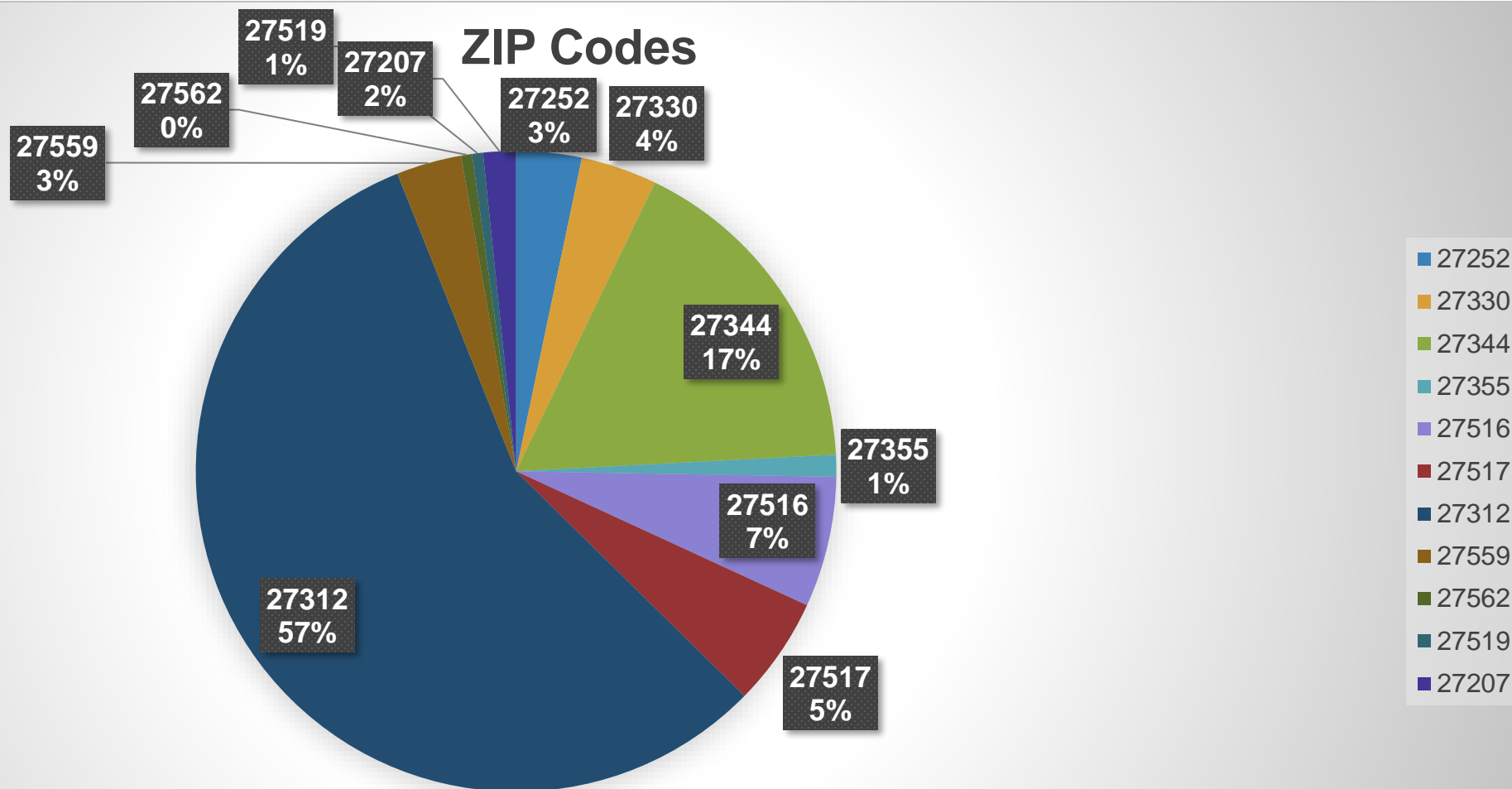


Chatham SBC By The Numbers

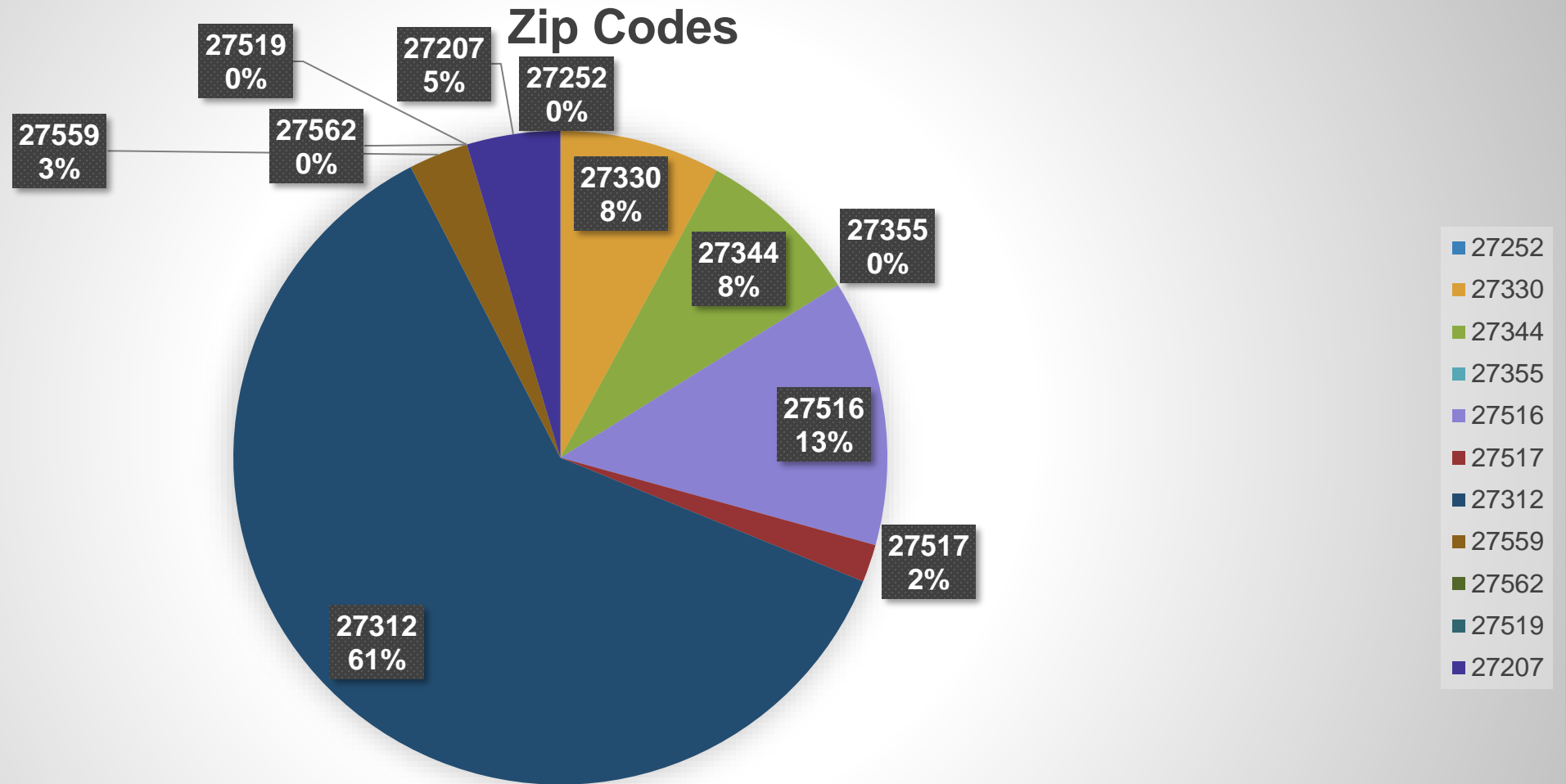
2017-2022



Counseling By ZIP Code



Training By ZIP Code





Thank You!

Phillip Pappas
Small Business Center
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919-545-8015
ppapp612@cccc.edu

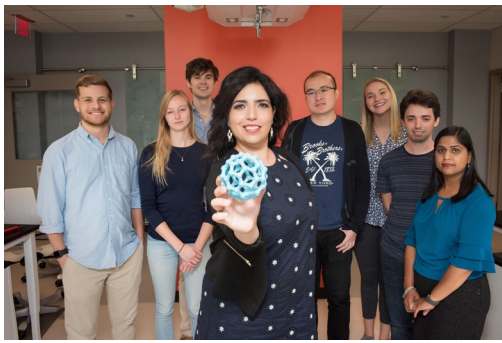
Innovate Carolina

Innovation Programming at 79° West

Kimi Yingling, Innovate Carolina
innovate.unc.edu

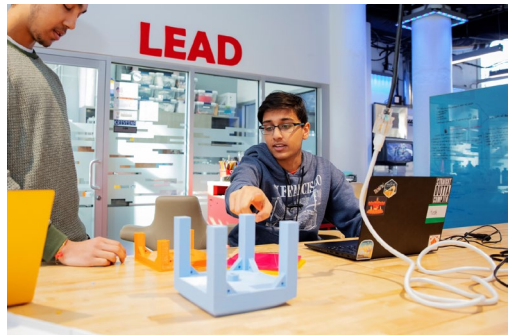
October 2022



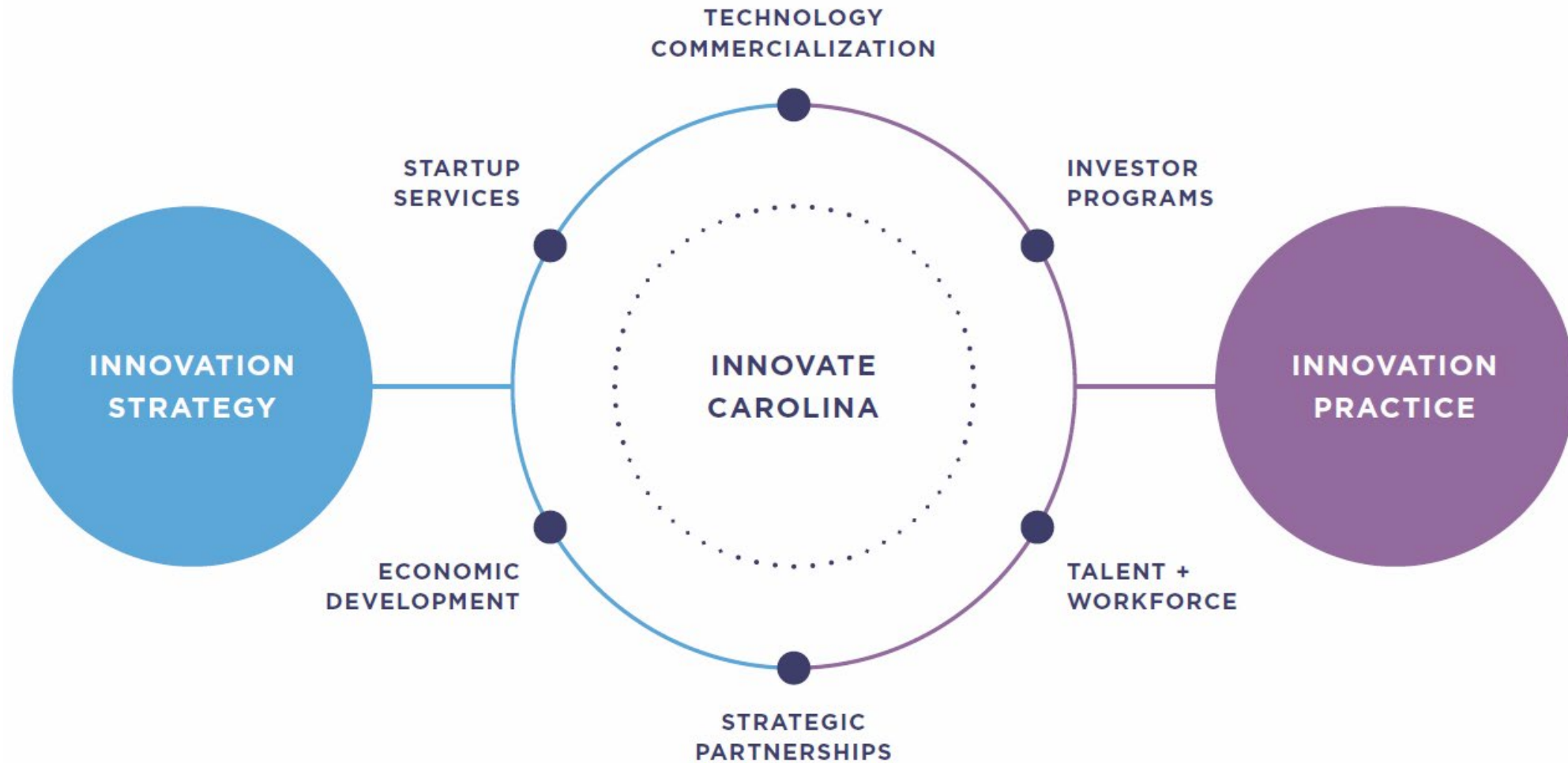


 **UNC** | **INNOVATE
CAROLINA**

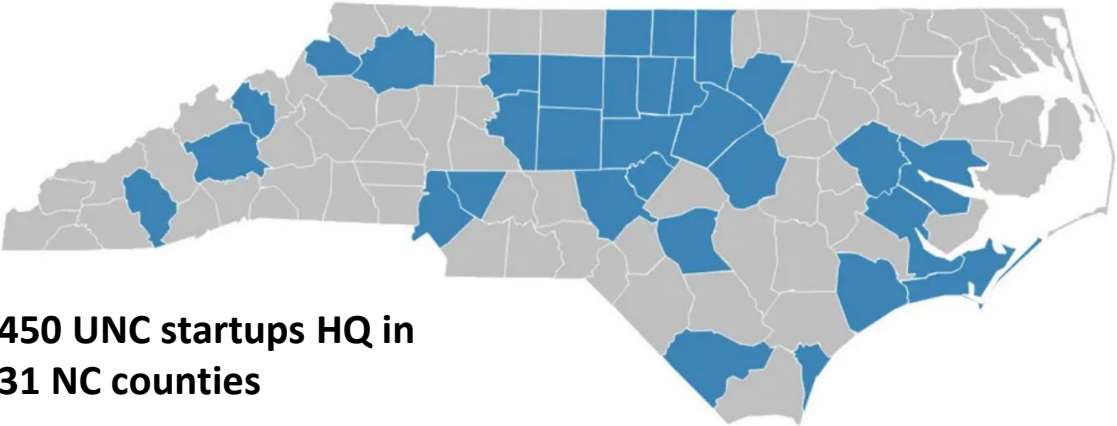
 **Do well. For good.**



Innovate Carolina

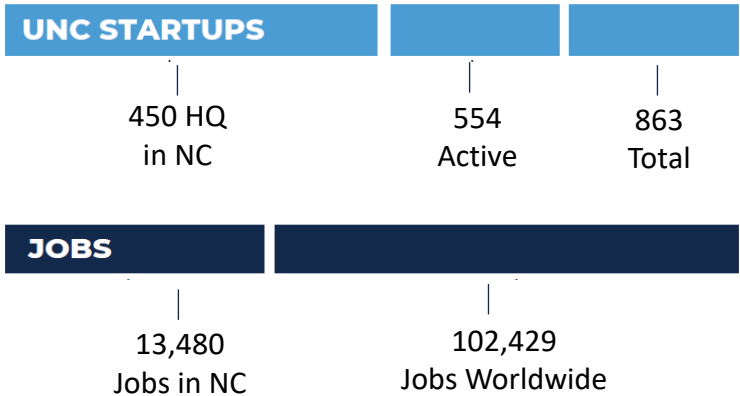


UNC Startups + Commercialization: Economic Engine for NC and Beyond



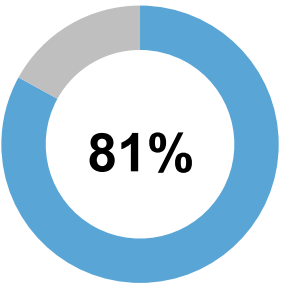
UNC Startups: Strength in Numbers

As of July 2022

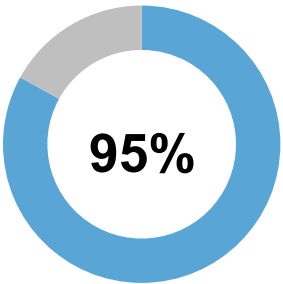


\$19.1B
Startup funding raised
(since 1958)

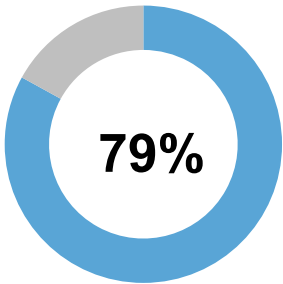
\$18.3B
Annual startup revenue
(2022 snapshot)



Active UNC startups
located in NC



UNC startup
revenue in NC



UNC IP-based startups
work in life sciences

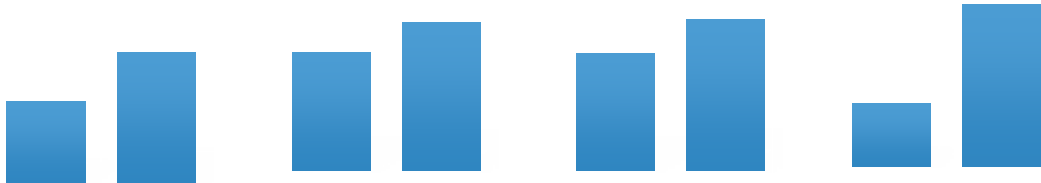
Technology Commercialization



5 Year Trends: FY2018-22 vs. FY2013-17



Cumulative



U.S. PATENTS
ISSUED
31% INCREASE

INVENTION
DISCLOSURES
4% INCREASE

TECHNOLOGIES
LICENSED
29% INCREASE

LICENSING
REVENUE
168% INCREASE

Innovation Hub for All

- Entrepreneurs
- Small Businesses
- Students
- Community

Our Services

[Home](#) / [Our Services](#)



Innovation Strategy



Technology
Commercialization



Design Thinking



Impact Measurement and
Reporting



Investor Programs



Patent Landscaping &
Market Research



Social Innovation



Startup Accelerators &
Venture Services



Student Innovation Services

79° West Hub Partnership

- Partnership with new 3rd-party hub & coworking space in Chatham Park
- Delivery of innovation programs & services
- Skills-based workshops
- Entrepreneurial networking
- Startup accelerator with CCCC



Goals: Innovate Carolina Programming at 79° West

Host free, accessible programming that:

- Creates connections between Orange and Chatham counties around innovation, entrepreneurship and economic development
- Highlights successful local entrepreneurs, resources and industry experts
- Brings small businesses, early-stage startups, mentors and the community together.
- Teaches skills, mindsets and methods that are useful to innovators, entrepreneurs and business owners.



PROGRAMS AND EVENTS

Summer Series



July 28
Founders and Small Business Owners Meetup



Aug. 3
Open House: Innovation in Chatham County



Aug. 17
The Power of a Pitch:
With UNC Professor Tim Flood



Aug. 31
How to Tell Your Story Online



Sept. 14
Create a Marketing Plan for Your Startup: With SBTDC

Fall Series



Sept 28 at 4 p.m.
Celebration of Latinx Founders and Small Businesses



Oct. 12 at 4 p.m.
Funding Options for Your Idea, Startup or Small Business



Oct. 26 at 4 p.m.
Food, Farming and Social Innovation



Nov 9 at 4 p.m.
Celebrating Diverse Founders + Startup Connect Meet



Nov. 12 at TBD
Kid Entrepreneur Workshop



“I really enjoy the small group interaction, lively presentation and networking.”

-Workshop attendee

Other Entrepreneurial Programming in Chatham

In addition to Small Business Center (CCCC) and Webb Squared.

[Rise Program \(Sanford\)](#)

Develop a business plan, which is a roadmap for your business; gain insight for financing and banking options; understand legal references; and overcome your fear of bookkeeping and taxes.

[Library Entrepreneurial Mindset Course](#)

Free online, self-paced course is designed to develop creativity, critical thinking, effective problem solving, teamwork, and other entrepreneurial skills.

[SBTDC Taking the Leap](#)

Free four-week cohort where participants learn about starting a business: identifying markets, business plans, finances and marketing.

Ideas for Future Programs and Partnerships

- Small Business Resource Fair with CCCC in February
- Legal Business Advice
- Non-profit Meetup
- Branding Workshop
- Customer Discovery Workshop
- Community in Schools
- Chatham County Health Alliance
- Innovate Chatham
- Small Business Association
- Score
- Leadership Training
- Entrepreneurs in Residence and Advisors/Mentors in the space



Our Support

- We provide a place-based approach via inclusive programming at new innovation hub. We build partnerships within community.
- We identify, support and collaborate with programs, mentors and companies in Chatham County that work in innovation and entrepreneurship
- We believe in the power of a network. Help us spread the word about upcoming events. Connect me with companies or mentors.



Recent News

- [New Coworking Space Hopes to Bring Community and Connection to Chatham](#)
Chatham News & Record
- [Triangle Startup Guide Exclusive: Inside 79° West Entrepreneurial Hub](#)
WRAL TechWire
- [Summer Series: Innovation Workshops at 79° West](#)
Innovate Carolina (UNC-Chapel Hill)
- [Fall Series: Innovation Workshops at 79° West](#)
Innovate Carolina (UNC-Chapel Hill)
- [Innovate Carolina Launches New Skill-Building Programs in Chatham](#)
UNC News (UNC-Chapel Hill)



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Honored to be part of the Chatham community

CONTACT

Kimi Yingling

Student Engagement and Events Manager
Innovate Carolina, UNC-Chapel Hill
kimi.yingling@unc.edu

Sheryl Waddell

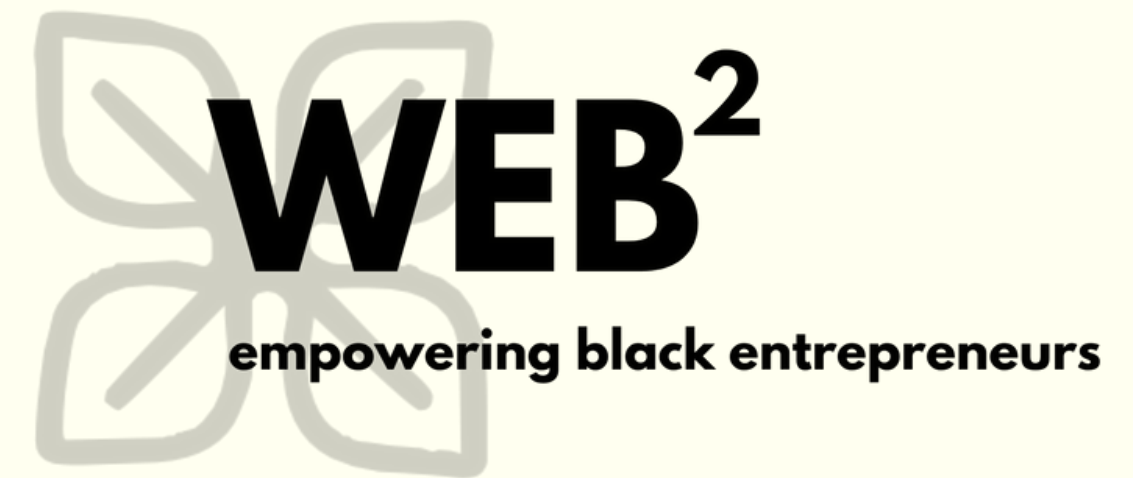
Director of Economic Development and Innovation Hubs
Innovate Carolina, UNC-Chapel Hill
kimi.yingling@unc.edu

Clark Rinehart

Space Manager, 79° West
clark@coworkingnc.com

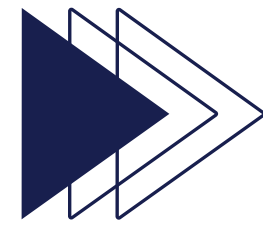


Wealth through Entrepreneurship for Black Businesses

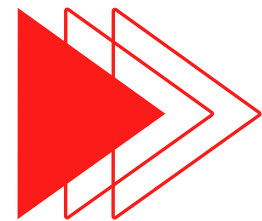


WHAT IS WEBB SQUARED?

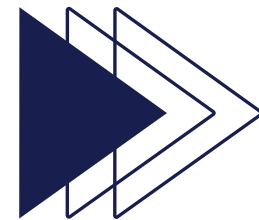
...an incubator-accelerator that provides support services for BIPOC entrepreneurs in the following areas:



Information & Training



Networks & Communities



Connection to Resources



PROGRAMMATIC OVERVIEW

Culturally Currated
Entrepreneurial
**WORKSHOPS &
TRAININGS**

Connection to
**TECHNICAL
ASSISTANCE
& OTHER SERVICE
PROVIDERS**

One-on-One
**MENTORING &
COACHING**

Access to
**NETWORKS &
RESOURCES**

2022 PILOT YEAR – PROGRAMATIC OUTCOMES

19 Black Entrepreneurs in these industries:

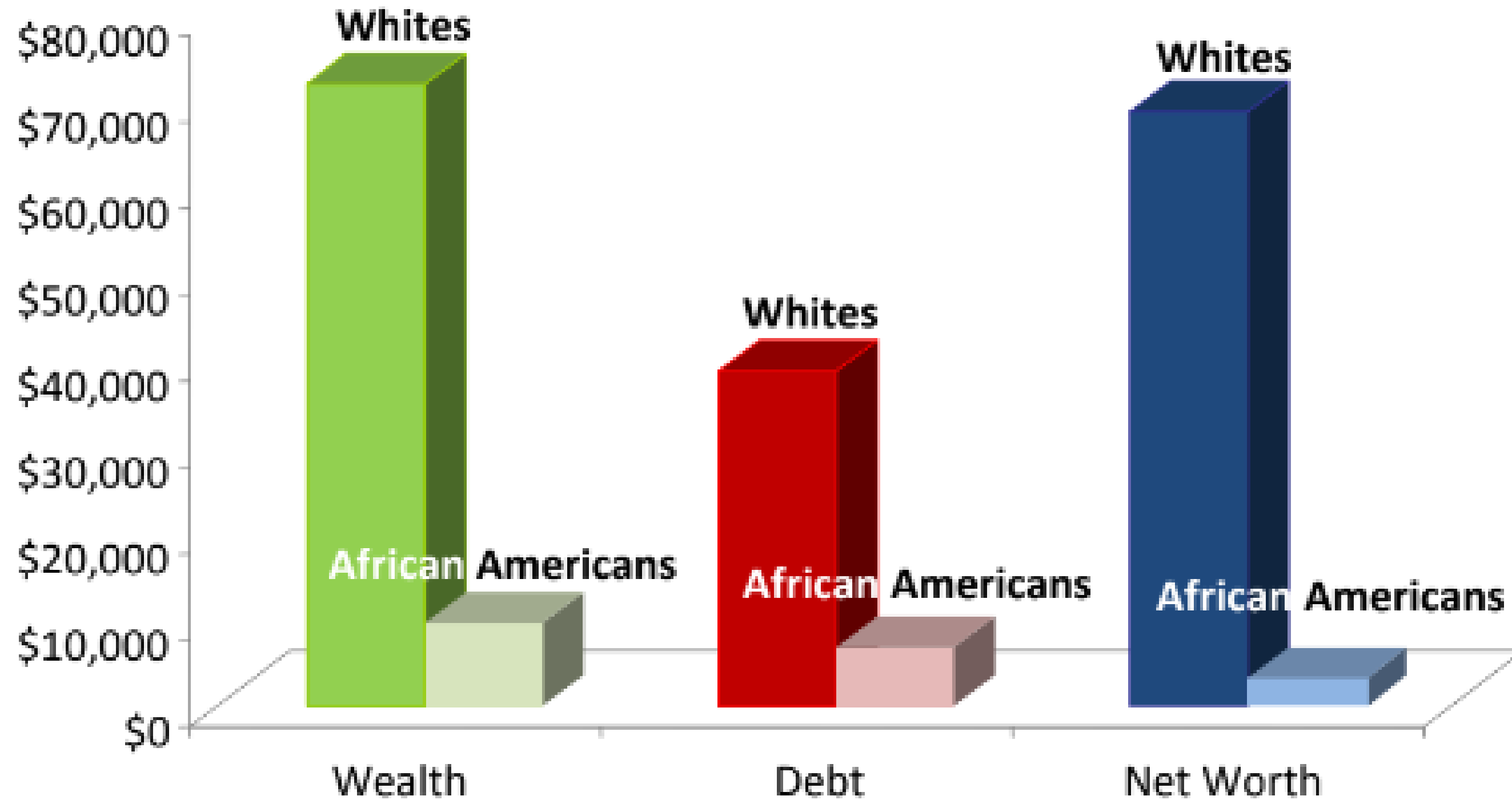
- Skin care
- Healing retreats, excursions
- Transportation
- Audio Visual
- Beverage and catering
- Workforce Development
- Art
- Performer, education
- Financial services
- Cleaning
- Farming
- Home repair
- Personal development and coaching

Outcomes for Black entrepreneurs:

- 2 recieved grants totalling \$25,000
- 1 completed a successful capital campaign
- 12 Completed License and Registration
- 1 Connected to a partnering organization
- 80% Business plans written
- 215+ Coaching hours
- 70% completed Phase 1 of our Mindset Workshops
- 4 entrepreneurs moved from ideation to product/service launch
- 50% participated in case study research group

The Challenge: The Racial Wealth Gap

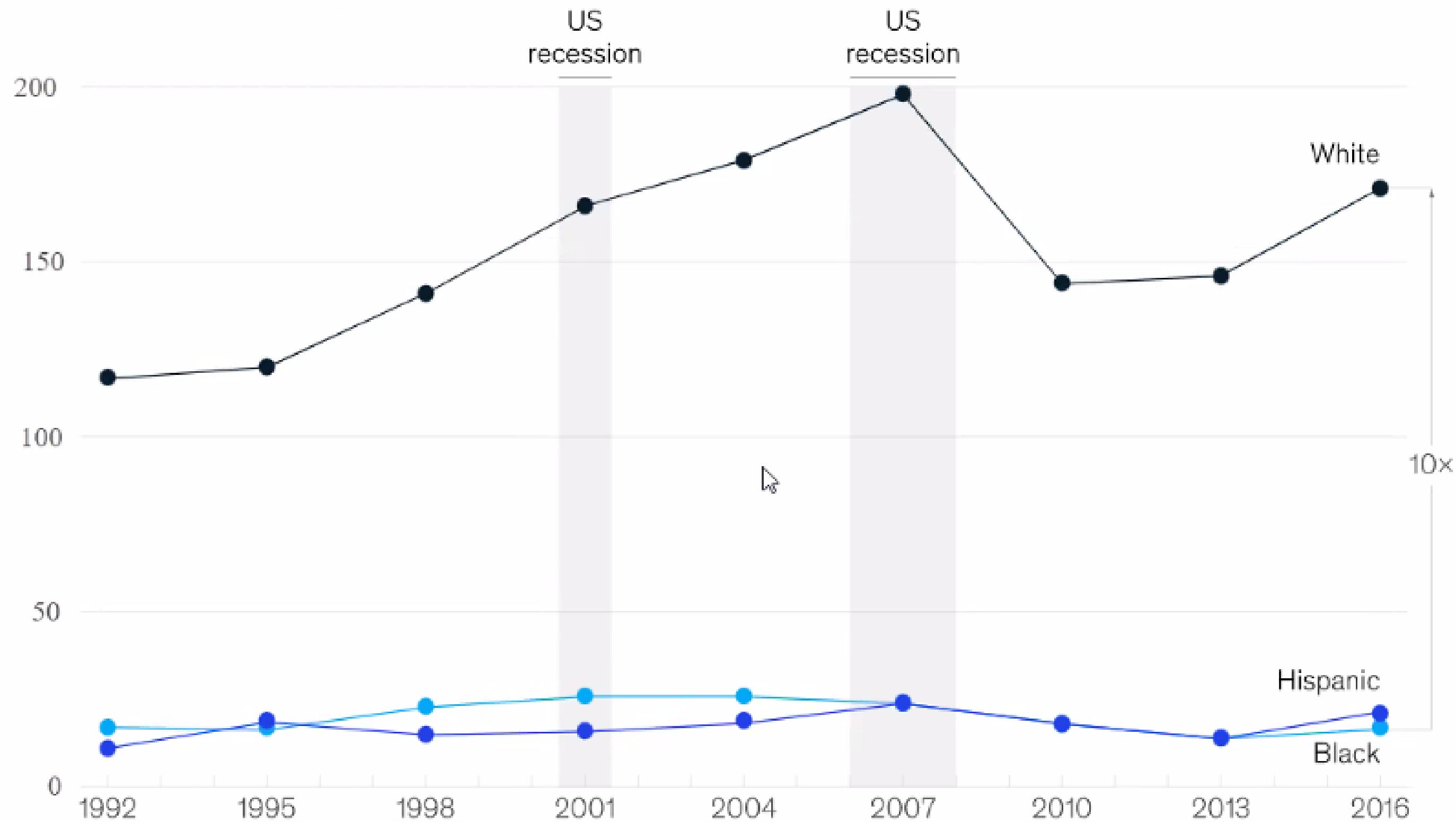
Median Wealth, Debt, and Net Worth by Race in NC



RACIAL WEALTH DISPARITY IN NORTH CAROLINA, Report for the Z. Smith Reynolds Foundation
Center on Poverty, Work and Opportunity, University of North Carolina, Chapel Hill, NC
September 1, 2010

There is a wide and persistent gap in wealth between white and black families.

Median family wealth in 1992–2016 by ethnicity/race, \$ thousand¹



The economic impact of closing the racial wealth gap
McKinsey Institute for Black Economic Mobility
August 13, 2019 | Report

THE RACIAL WEALTH GAP



Racialized
history

Economic
barriers

Institutional
barriers

Sociocultural
barriers

Discriminatory
policies

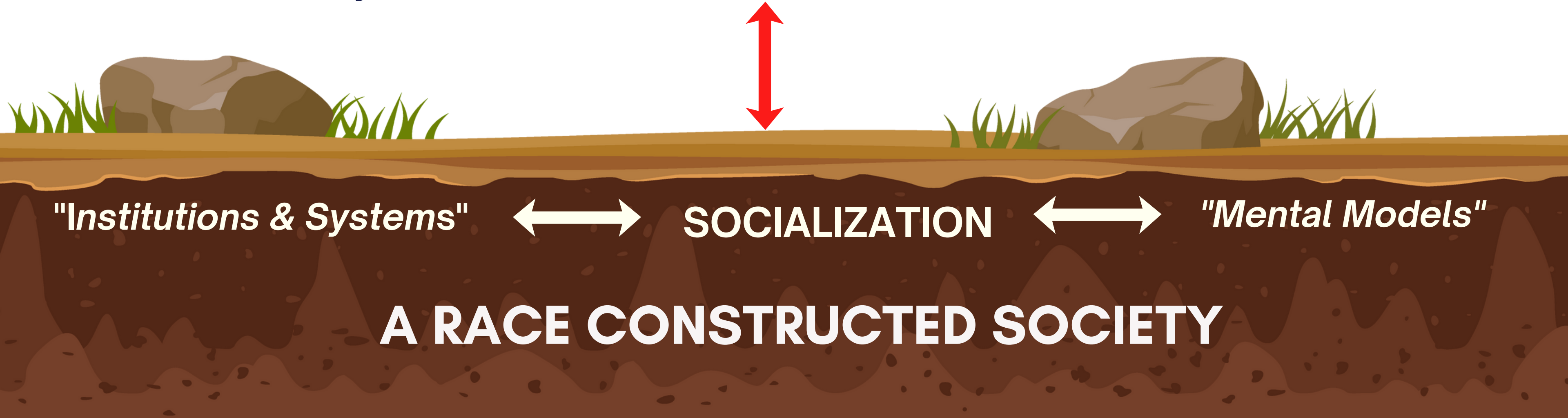
265 years of slavery + 99 years of legal segregation

OUTCOME OF BARRIERS

Economic inequities
Housing inequities
Health inequities
Investment inequities
*Disconnected from
networks and ecosystems*

INEQUITABLE OUTCOMES

Distrust
Scepticism
Constrained Power
Low self-efficacy
Limiting belief systems
Internalized inferiority
Trauma informed perspectives



WEBB SQUARED OFFERS A ROOT CAUSE ANALYSIS

A RACE CONSTRUCTED SOCIETY + SOCIALIZATION = ECONOMIC INEQUITY



*Discrimination and
disconnection to business
economy*

*Historical and cultural
conditioning*

Limiting self beliefs

Trauma informed perspectives

Biases and dissonance

Racialized hierarchies

Zero-sum mindsets

Internalized superiority

Why Does This Matter?

KEY TAKEAWAYS

- Chatham is a magnet for diverse economic growth.
- Equitable growth must address the race/ethnic divide.

- Current ecosystem is underdeveloped and non-inclusive.
- An inclusive equitable entrepreneurial ecosystem is fundamental.

RECOMMENDATIONS



Embrace a place based approach to building an inclusive entrepreneurial ecosystem.

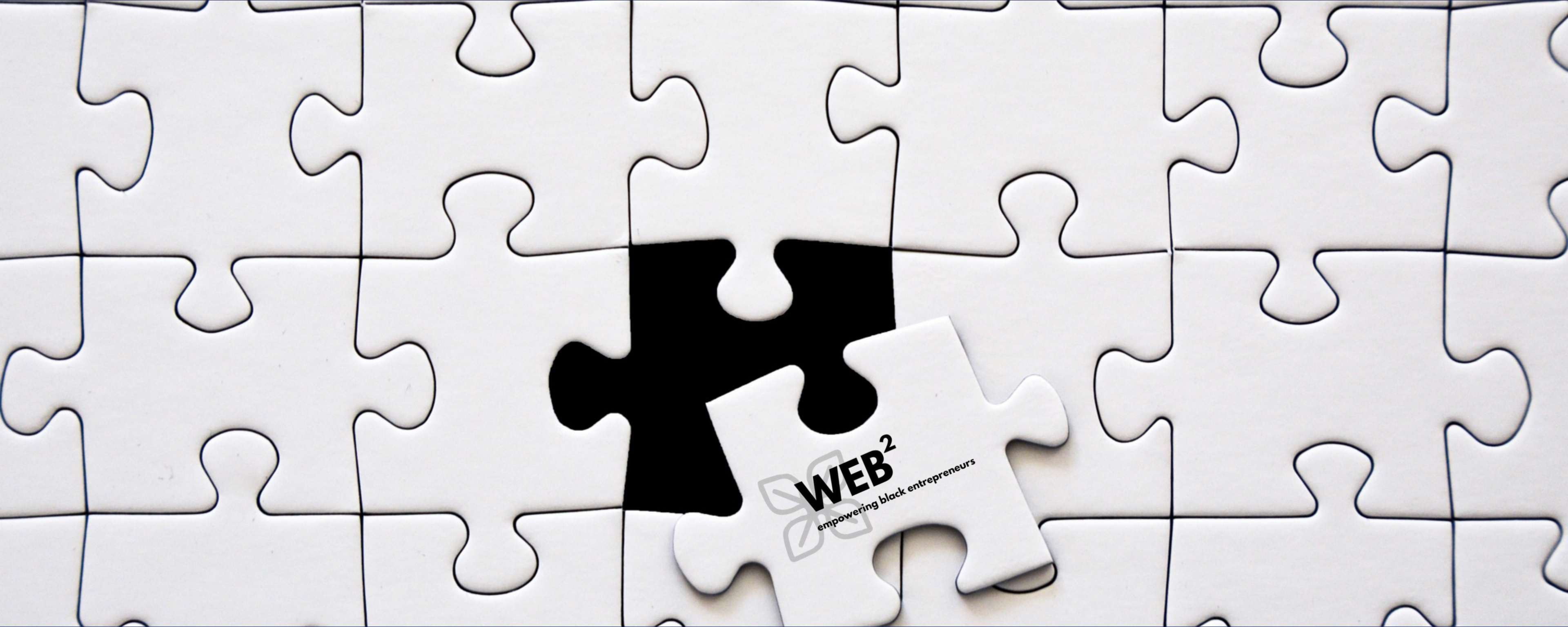


Partner with a trusted messenger organization.



Develop a multi-channel communications strategy disseminated via a trusted messenger system.

BLACK AND POC ENTREPRENEURS ARE OUR TARGET POPULATION...



...AND OUR WORK PLACES US IN THEIR COMMUNITIES.

WEBB SQUARED IS A TRUSTED MESSENGER ORGANIZATION



Formed by Black entrepreneurs.



Programmatic services are designed specifically for BIPOC entrepreneurs.

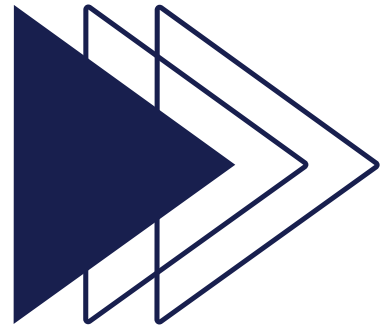


Our mission is closing the racial wealth gap.

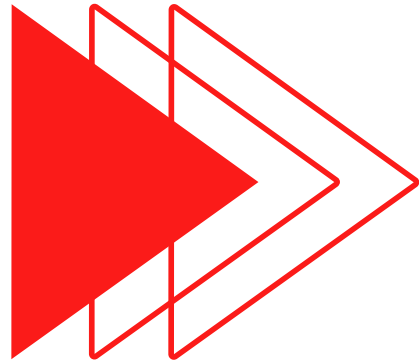


Our mission is equity driven.

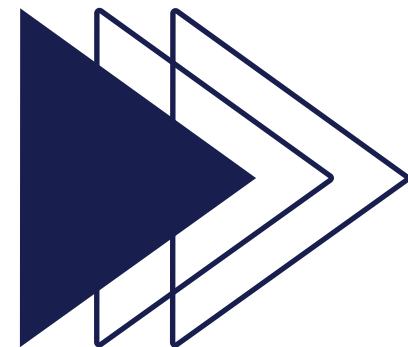
WEBB SQUARED ENSURES THAT CHATHAM COUNTY'S BIPOC ENTREPRENEURS ARE:



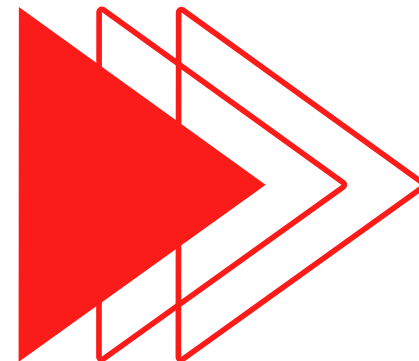
INCLUDED



INFORMED

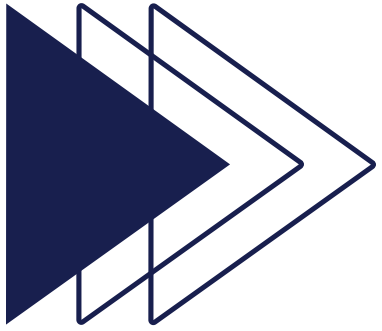


CONNECTED



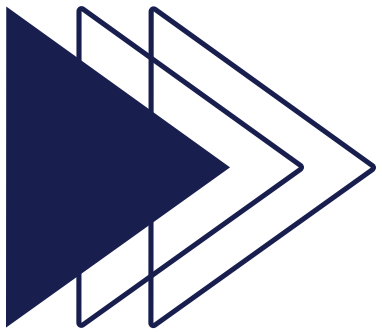
ENGAGED

ECONOMIC MOBILITY & ENGAGEMENT OF BIPOC ENTREPRENEURS WILL:



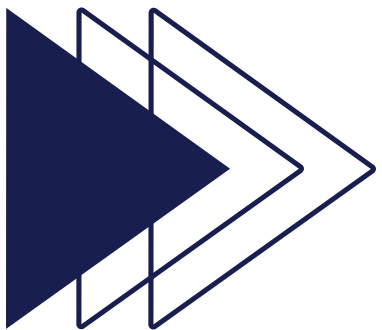
Strengthen Chatham's economy.

Foster job creation.



Build bridges across racial and social divides.

**Provide visibility and representation
in an expanding and diverse market.**




**Center Chatham as leaders of an inclusive and equitable
entrepreneurial ecosystem in rural NC.**

Our Proposal

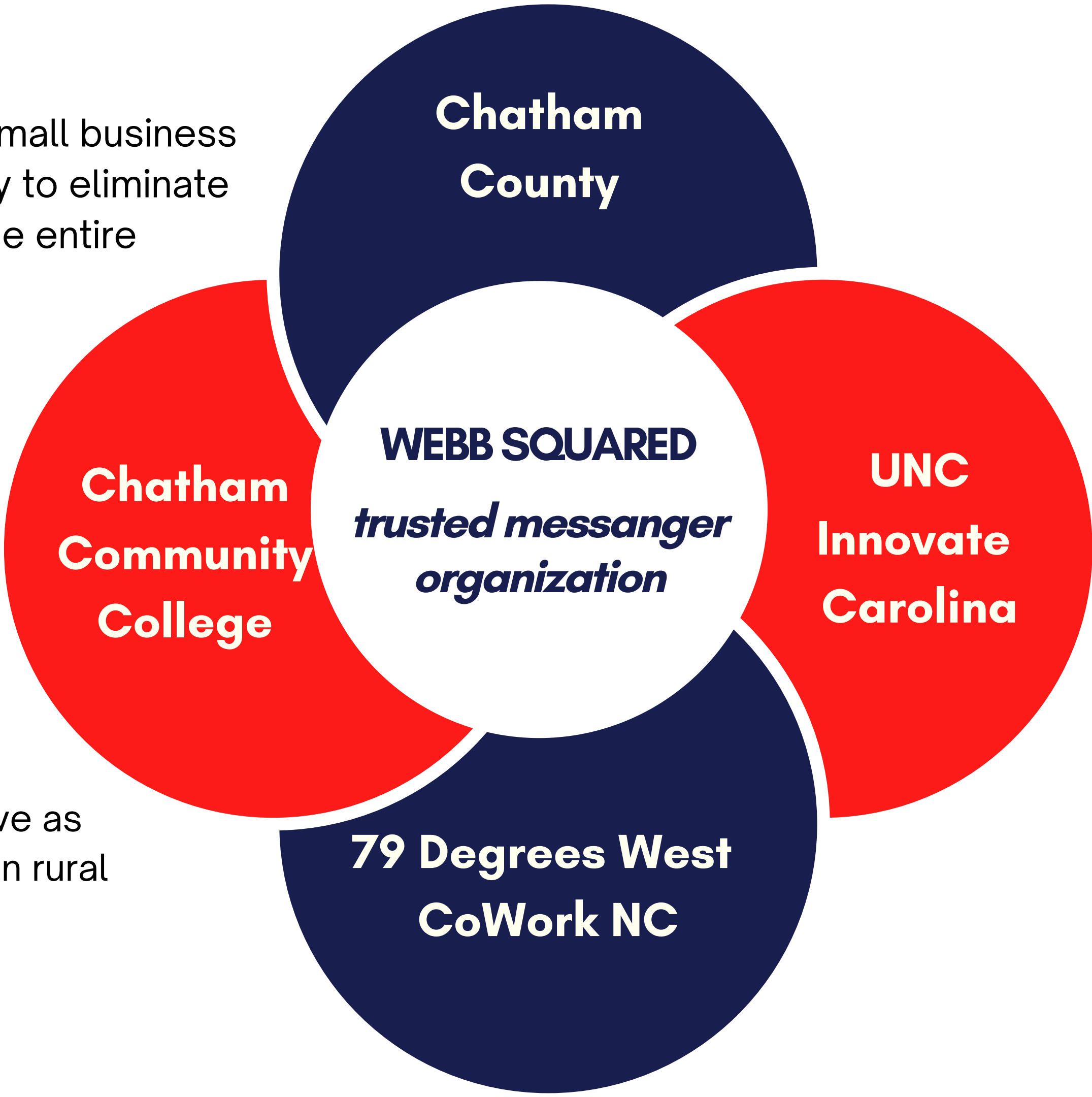
WHAT WE PROPOSE

WEBB Squared seeks to align services with small business aggregators and partner with Chatham County to eliminate barriers between BIPOC entrepreneurs and the entire business ecosystem by:

 Staffing the Chatham Innovation Hub at 79 Degrees West.

 Integrate with the team of partners to connect needed services and resources to our target populations.

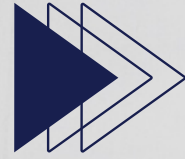
These partnerships, once developed, can serve as statewide model for equity and the economy in rural North Carolina.





WEBB Squared is an essential partner and the **TRUSTED
MESSENGER ORGANIZATION in Chatham County.**

Contact us!

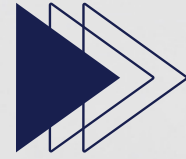


Stephanie Terry

Executive Director and Co-Founder

919-225-6187 (*cell*)

stephanie@webbsquared.org



Rinnie Orr

Associate Director and Co-Founder

919-357-2759 (*cell*)

rinnie@webbsquared.org

Call toll free: 855-249-7675, *webbsquared.org*

WEB²

empowering black entrepreneurs

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