



Center for Strategic Economic Growth

The Center for Strategic Economic Growth

The Center for Strategic Economic Growth (CSEG), funded through the EDA University Center program and Frank Hawkins Kenan Institute of Private Enterprise, was launched in 2012 with the goal of helping to transform an economically distressed, 18-county region in eastern North Carolina by spurring high-growth entrepreneurial activity. The Center's primary activity over the 5-year period will be technical assistance to businesses and communities throughout the region.

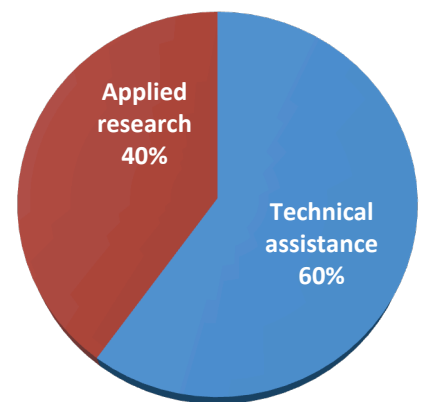
Activities

The focus of the Center for Strategic Economic Growth is to promote entrepreneurship, creating a "thriving, globally competitive economic system in eastern North Carolina by providing business development services for high-growth entrepreneurs" through a variety of networking, technical assistance, and applied research activities.

As a new university center, CSEG has been working to establish the networks and relationships that will

enable them to provide technical assistance to eastern North Carolina counties, such as assistance with economic development research, planning, and initiatives. In order to identify the right partners and clients, the Center is working on applied research to identify existing growth companies, entrepreneurs, and potential investors in the region.

CSEG is also working to support early



stage/entrepreneurship by developing training programs for regional entrepreneurs in collaboration with the business school, the Small Business and Technology Development Center (SBTDC), and the Small Business Development Center (SBDC).

University

University of North Carolina at Chapel Hill

Center Director

Mark Little

Center Location

Business School

Center since 2012

Center Activities

- Network building
- Early-stage/entrepreneurship support
- Applied research

Clients

- Economic developers
- Entrepreneurs

Assessment Techniques

- Feedback from staff
- Client interviews
- Feedback at regional workshops
- Client satisfaction surveys
- Case studies

Contact Information

www.kenan-flagler.unc.edu/kenan-institute/about/organization/strategic-economic-growth
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Leveraging

In addition to matching funds from the Kenan Institute of Private Enterprise, the Center for Strategic Economic Growth is able to leverage the faculty expertise and students of the Kenan-Flagler Business School and the Department of City & Regional Planning. The Kenan Institute also staffs economic development analysts who work on various projects, including with the Center.

"It is a pleasure to work with good, professional and experienced people." --Center Client

Success

Identifying Eastern North Carolina's high potential companies and partners: Eastern North Carolina Initiative

Identifying and building relationships with high-potential companies, investors and economic development partners has been an important focus of the Center for Strategic Economic Growth. To facilitate this, the center launched a year-long applied research project to identify existing growth companies, promising entrepreneurs, and potential investors in the eastern North Carolina region. EDA funds have allowed the Center to purchase the data necessary to identify regional companies in the top 5% for growth in the state, as well as investors and networks with existing connections

to the region. Moving forward, the Center plans to reach out to these potential partners in order to help catalyze growth in the region.

Engagement based on solid data will allow targeted work with high-potential clients and partners.