



Thomas Hall
Executive Director

Agenda

Take a look at...

- State of Entrepreneurship
- Distressed Communities Index
- Sandhills NC Region/Pembroke

What are we doing about it...

- Thomas Entrepreneurship Hub
- Key Programs and Initiatives
- Is Icehouse part of the Solution?



Kauffman Index

STATE	RATE OF NEW ENTREPRENEURS	OPPORTUNITY SHARE OF NEW ENTREPRENEURS	STARTUP EARLY JOB CREATION	STARTUP EARLY SURVIVAL RATE	KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX
	Percent of adults becoming entrepreneurs in given month, year average	Percent of entrepreneurs driven by opportunity	Jobs created by startups per 1,000 people	Percent of firms surviving one year after founding	Equally weighted average of four indicators



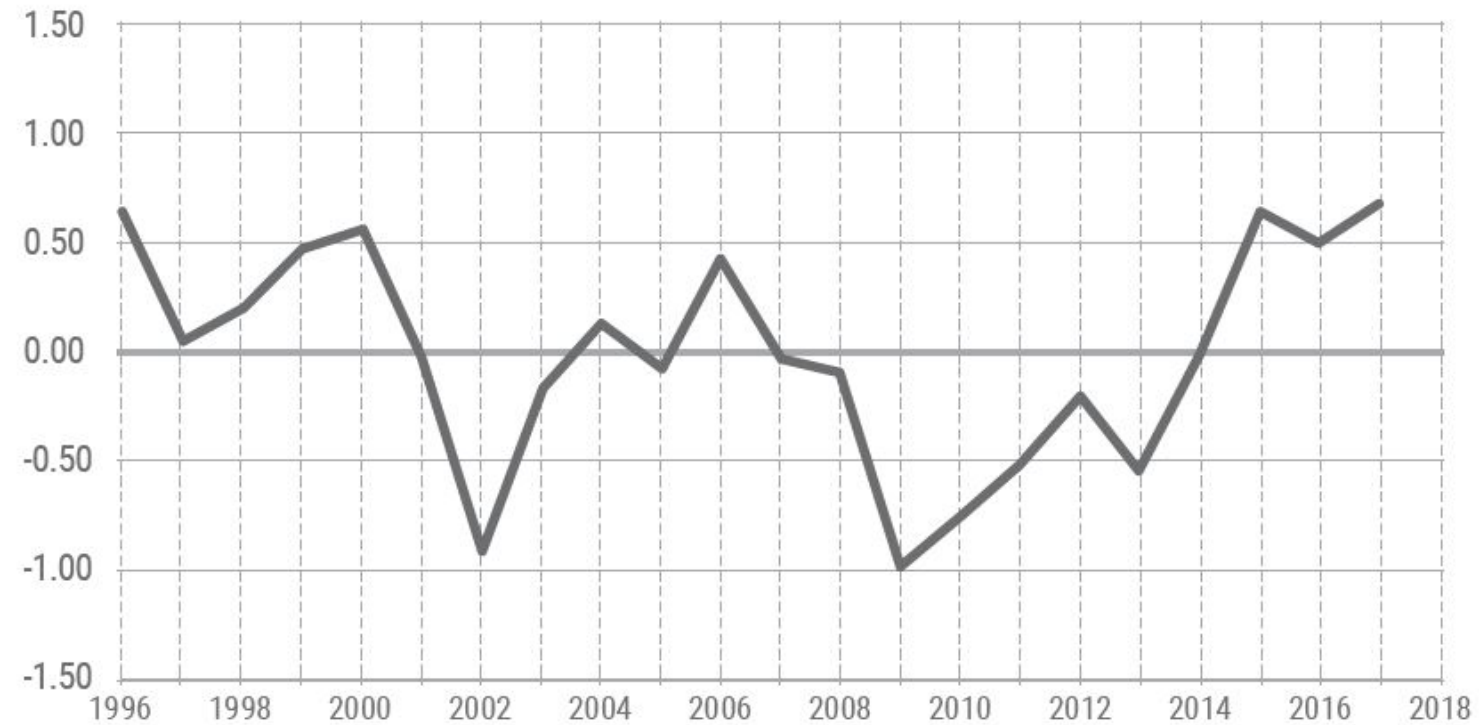
Kauffman Index

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US Overall	.33%	84.40%	5.27	79.80%	.68



Kauffman Index

FIGURE 5 KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX
(1996–2017)



Source: Calculated from CPS and BED data.



BREAKTHROUGHS BY THE NUMBERS

Despite these challenges, many Americans are finding ways to break through these barriers to successfully launch businesses and revitalize entrepreneurial ecosystems across the country.

79.78%

More than **79 percent of startups are still active one year after launching.** The Kauffman Early-Stage Entrepreneurship Index is also the highest it has been in two decades.

Immigrants are
**twice as likely to
start a business** as
native-born Americans.

2X

The rate of **new
entrepreneurs among
women** has increased
by 15.4 percent since 2016.

15.4%

39% **African-Americans saw
the fastest increase in
entrepreneurship** with a 39 percent
increase from 2016 to 2017.

When compared with data
from 2007, the rate of
new entrepreneurs among Latinos also rose
significantly, increasing by 24.6 percent.

24.6%



All Good, Right?



BARRIERS BY THE NUMBERS

83%

of entrepreneurs
do not access bank loans
or venture capital.

65%

rely on personal
and family savings for
startup capital.

0.5%

of entrepreneurs
use venture
capital.



Kauffman Index

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North Carolina	.28%	87.20%	4.57	78.89	- .02



Distressed Communities Index



No high school diploma:

Percent of the 25+ population without a high school diploma or equivalent



Housing vacancy rate:

Percent of habitable housing that is unoccupied, excluding properties that are for seasonal, recreational, or occasional use



Adults not working:

Percent of the prime-age (25-64) population not currently employed



Poverty rate:

Percent of the population living under the poverty line



Median income ratio:

Median household income as a percent of the state's median household income (to adjust for cost of living differences)



Change in employment:

Percent change in the number of jobs

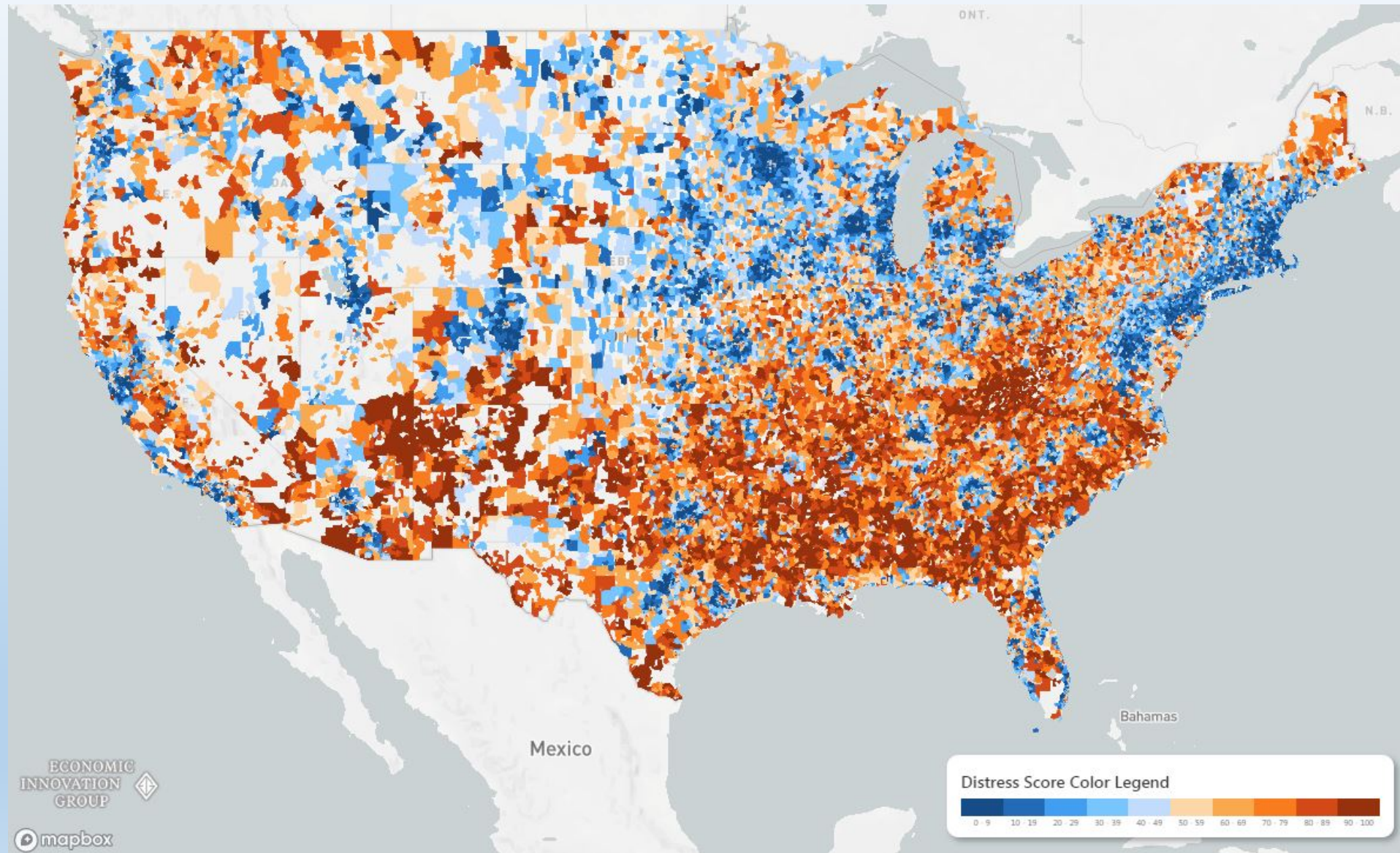


Change in establishments:

Percent change in the number of business establishments

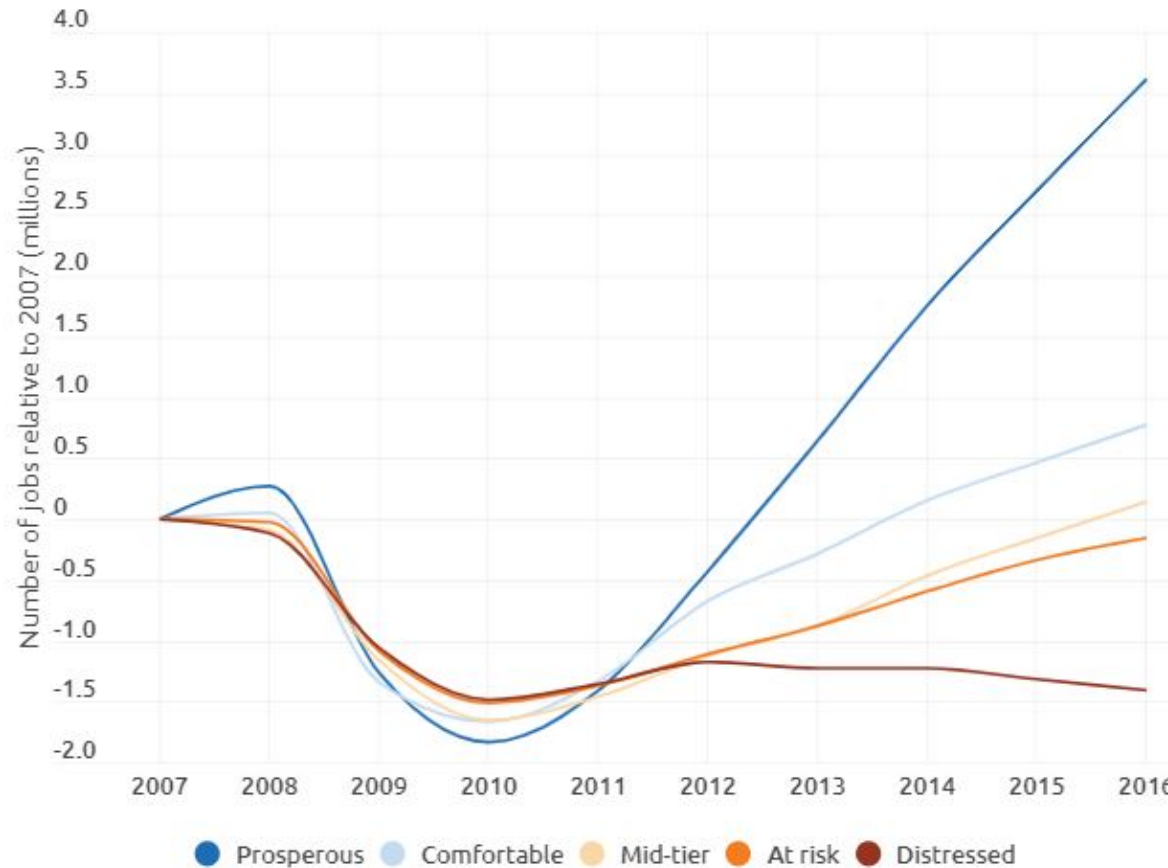


Distressed Communities Index



Distressed Communities Index

Change in employment by quintile since 2007



Prosperous Zip Codes

Recession start: 2008
Full Recovery: 2013
Job Surplus: +3.6m

Comfortable Zip Codes

Recession start: 2008
Full Recovery: 2014
Job Surplus: +781k

Mid-Tier Zip Codes

Recession start: 2007
Full Recovery: 2016
Job Surplus: +164k

At Risk Zip Codes

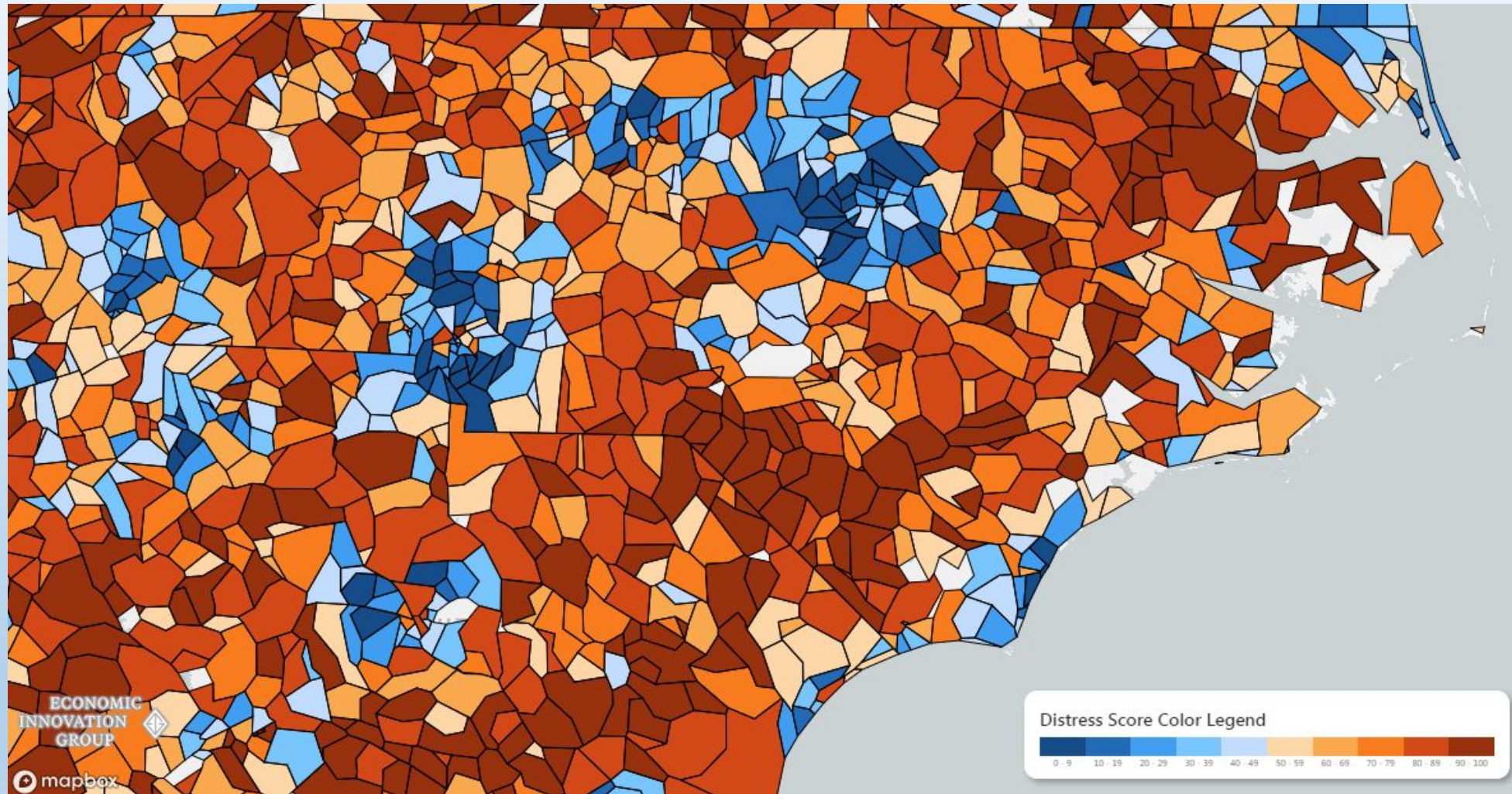
Recession start: 2007
Full Recovery: 2017
Job Surplus: -137k

Distressed Zip Codes

Recession start: 2007
Full Recovery: Unlikely
Job Surplus: -1.4m



Distressed Communities Index



Distressed Communities Index

Economic Distress Indicators for Pembroke, NC (28372)		
	2007-2011	2012-2016
Population	12,290	13,970
Minority Share	89.1%	89.1%
Density	Low Density	Low Density
DCI Score	89.8	83.8
Change in DCI Score		-6.0
	2007-2011	2012-2016
% Adults w/o High School Diploma	25.7%	19.2%
Poverty Rate	28.7%	31.5%
% of Adults not Working	39.3%	43.5%
Housing Vacancy Rate	12.6%	8.8%
Median Income Ratio	62.5%	56.5%
% Change in Employment	-13.6%	12.7%
% Change in Establishments	3.6%	1.9%
Distress Rank within U.S.	2675	4194
Distress Rank within State	133	184
Total Number of Zips in State	721	723
Distress Tier	Distressed	Distressed



What Can Be Done?





Help Startups and
Small Businesses
Succeed So They
Create Jobs

Target
Community
& Military

Supported
by UNCP



Geographic Focus

Sandhills Region



UNC PEMBROKE



ENTREPRENEURSHIP
INCUBATOR

Thomas Family Center
for Entrepreneurship

Small Business & Technology
Development Center

School of Business

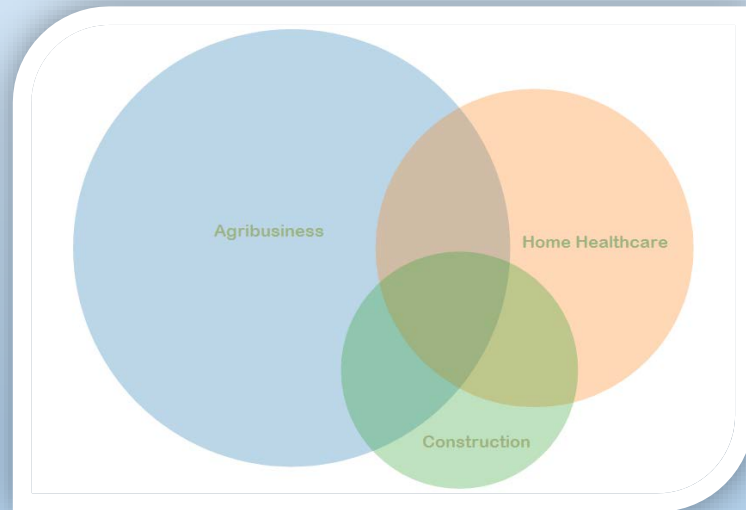






“Job Creation Through Entrepreneurship”

Focus Sectors



Goals

- “Ecosystem” score – 70%+/year
- Awareness of the Center – 80% in region
- Jobs created from startups – 50/year



“Job Creation Through Entrepreneurship”

- Awareness of the Center – 80% in Robeson **50% Estimated**
- Jobs created from startups – 50/year **147 since 2016**
- “Ecosystem” score – 70%+/year **75% Top 2 Boxes**



Three Key Strategies

- Focus on continuum from Ag – Nutrition – Healthcare
- Drive the buildout of the “Hub & Spoke” concept
- Build ‘Entrepreneurial Mindset’ throughout community



Funding

Approved - Executing

- \$198,000/3 years KBR Trust “Tech Scouting/Sustainability Coordination”
- \$98,000/2 years NC Idea “Sandhills Ag Ventures Ecosystem”
- \$5,000/1 year Wells Fargo “Young Entrepreneurs”
- \$1,500/1 year NC Foundation “Young Entrepreneurs”

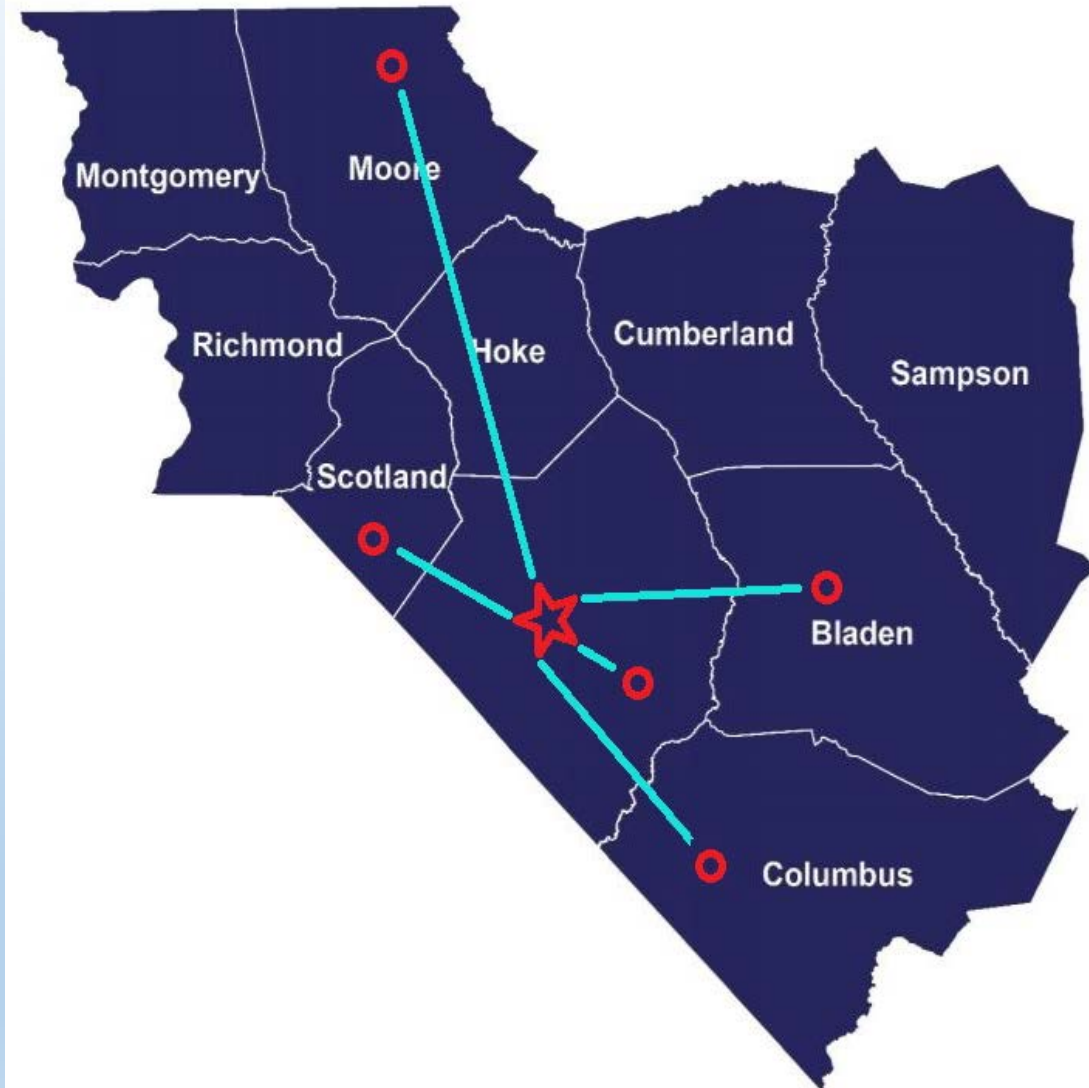
Prior Support – Golden Leaf, EDA, NC Rural Center, Thomas Foundation

Pending – Tobacco Trust, USDA, Golden Leaf, NC Rural Center, EDA

Ongoing Support – UNC Pembroke, Thomas Foundation



“Hub and Spoke”



Building an Entrepreneurial Mindset



Engagement

This Past Year

123 Events at the Center

5,245 Participants

8 One Million Cups

4 Startup Grinds

4 Workshops

16 Jumpstart/E-Certs

3 Deeper Partnerships

2 Hurricanes!



Partners

- UNC Pembroke & Foundation
- Robeson and Sandhills CC (+SE CC)
- Sandhills region Chambers
- Economic Development Partnership
- Committee of 100, Council of Govt
- Companies in Residence
- County Economic Developers
- NC Growth, Innovate NC, IEI
- SBTDC, SBA, EDA



3 Deeper Partnerships



Ecosystem Grant
SEED Grant Judging
ICEHOUSE Programs



Innovation Vouchers
PIF/Thread Capital/Disasters
Rural Assembly/Tours



NC REAL Workshops
Disaster Preparedness
CDFI Funding/Workshops





Share on:



ROBESON COUNTY, NC

An event for local entrepreneurs to meet and present their startups to the thriving peer network of founders in Robeson County. The coffee is highly encouraged.

+ FOLLOW

APPLY TO PRESENT





What Can Our Community Do for You?

1 MILLION CUPS
Building Communities.
1 Cup at a Time.

HUB

WHAT CAN OUR COMMUNITY
DO FOR YOUR STARTUP?



1 MILLION CUPS is a free, nationwide program designed to educate, engage and accelerate early-stage startups. We believe in the notion that entrepreneurs can discover solutions and thrive when they collaborate over a million cups of coffee. Drop in on our community of innovators and entrepreneurship enthusiasts to connect and support your local startups.

The format is simple: the community gathers on Wednesday morning to hear two 6 minute presentations from local startups, then answers the question:
What can our community do for your startup?

Always Free and Open to the public!!!
Free coffee and pastries provided.

DATE

Wednesday,
November 14, 2018
9 am to 10 am

LOCATION

Biggs Park Mall
2800 N Elm St,
Lumberton, NC
28358

FOR MORE INFO



(910)775-4065





UNITED STATES OF AMERICA

PEMBROKE

FOLLOW THE COMMUNITY

Sign up for this community's updates.

First Name

Last Name

Email

SUBSCRIBE



StartupGRIND

powered by
Google for Entrepreneurs



**THURSDAY
OCT 25, 2018
5:30 -7 PM**

- FREE AND OPEN TO THE PUBLIC!
- PASSPORT APPROVED
- REFRESHMENTS PROVIDED!

**THOMAS
ENTREPRENEURSHIP HUB
202 MAIN ST.
PEMBROKE, NC 28372
(910) 775-4065**

ALEX MUNROE OF CAPE FEAR WINERY

Join us for a night of networking and learning with local entrepreneur and business owner, Alex Munroe. We will chat about how he innovated and grew his business from the start. Alex will share tips, advice, and lessons learned to students, up and coming entrepreneurs and new businesses--
All Are Welcome !!

FOR MORE INFORMATION GO TO:
STARTUPGRIND.COM/PEMBROKE













Client Review



Booz | Allen | Hamilton



Clients

In Past Year

125 start-ups/information seekers

65 active clients

9 incubator clients (full)

34 jobs created



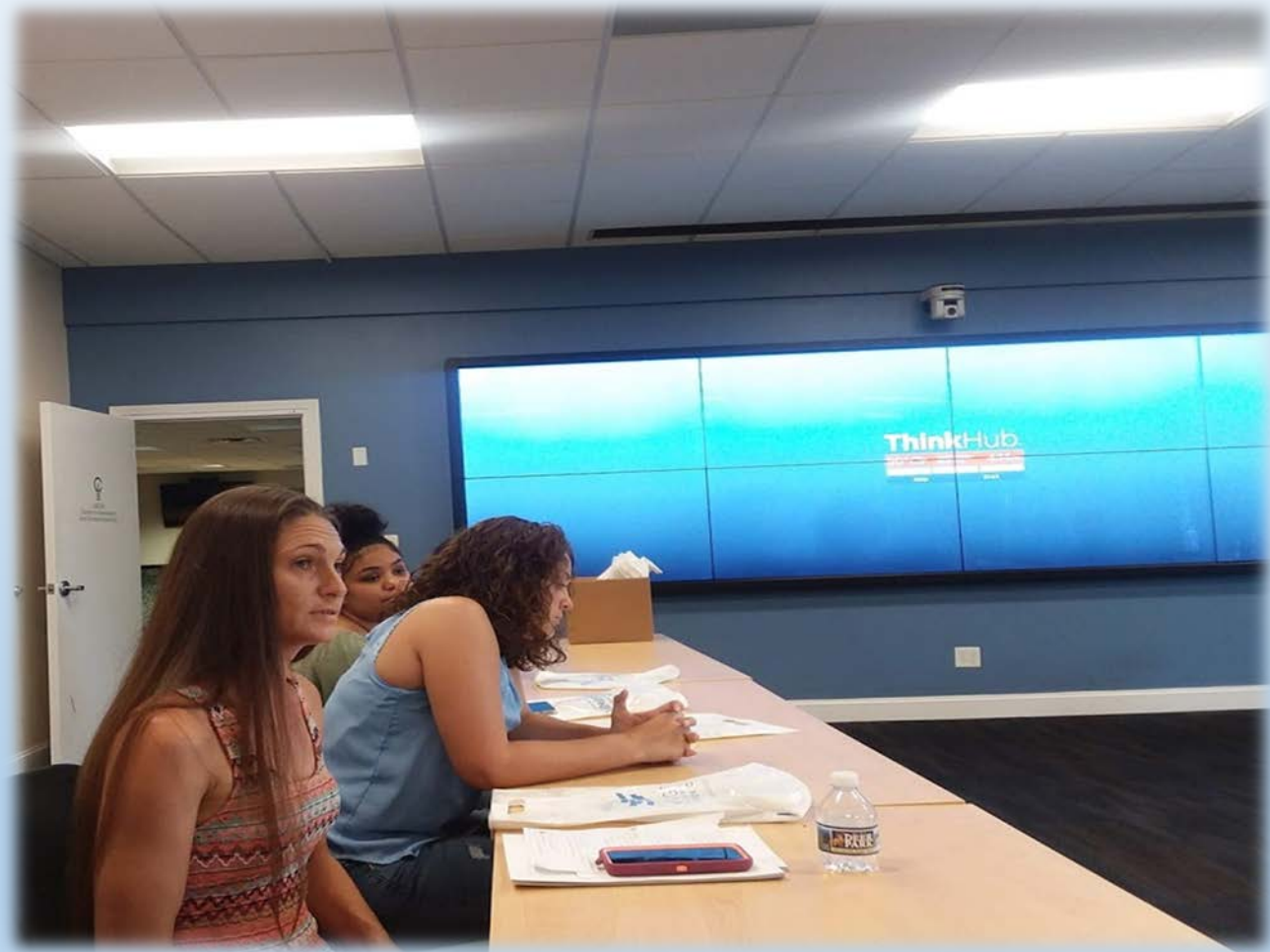
Success Story #1



Success Story #2

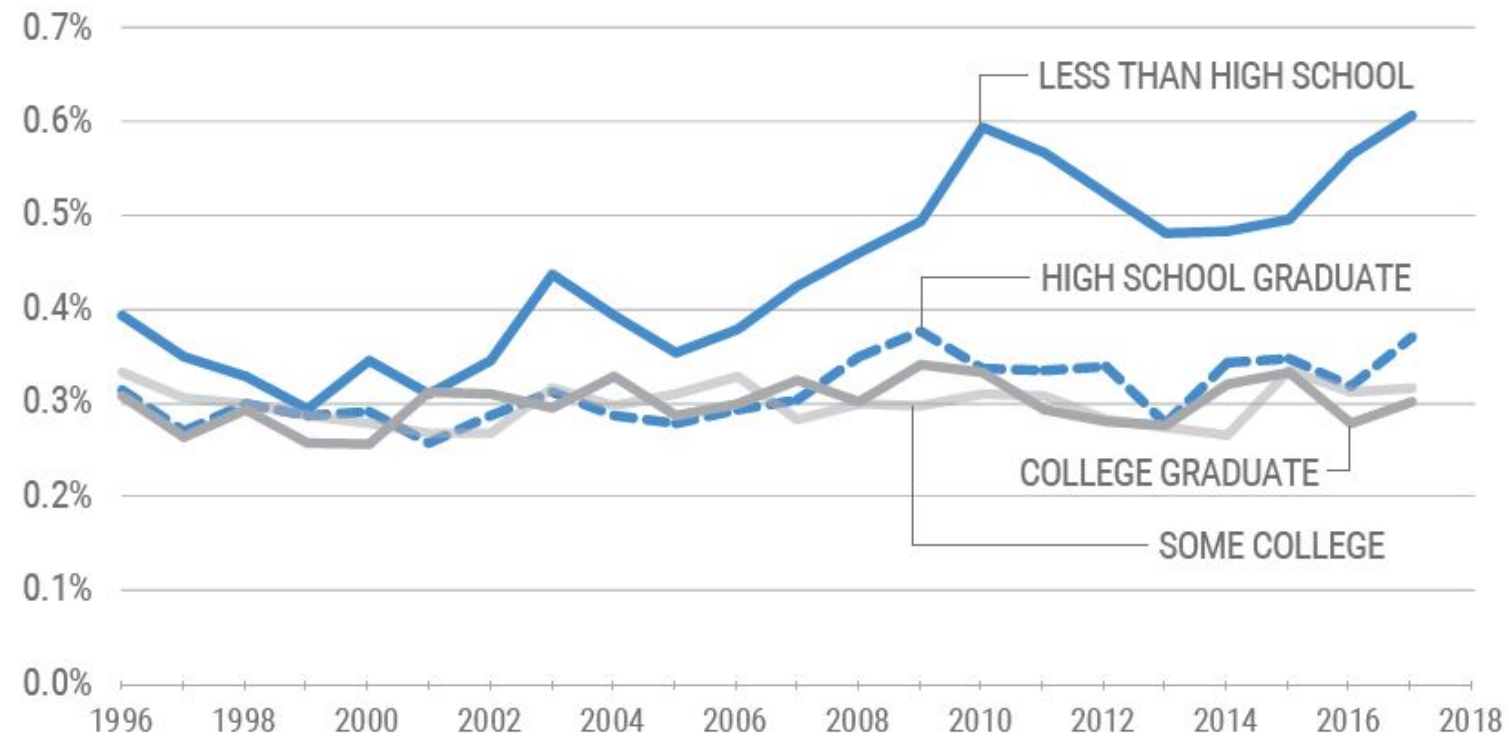


Success Story #3



Kauffman Index

FIGURE 1.5 RATE OF NEW ENTREPRENEURS BY EDUCATION(1996–2017)



Source: Estimates calculated from the Current Population Survey.



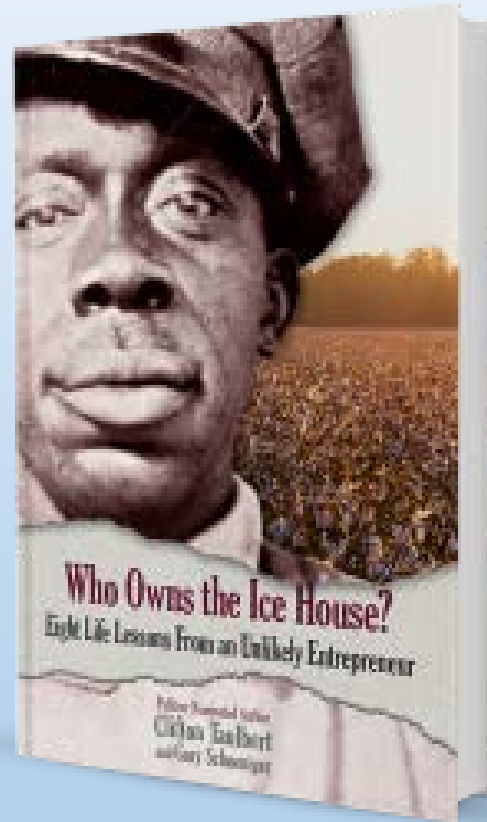
Icehouse

Book Published by
Kauffman Foundation

Rolled out 5 years ago by
Eli Mindset LLC

Focus on developing
Entrepreneurial Mindset

NC Idea pushing 100k
certified in NC by 2025



Icehouse Validation

- Young Entrepreneurs – 25 8ths graders from Community in Schools Pembroke Charter School
- Robeson Community College – 35 faculty and staff. Sandhills CC and SE CC TBD
- Hub startup clients -- 12 startups
- Chamber/business leaders – 18 Red Springs/Pembroke/Lumberton
- Richmond workforce development - 30 long term unemployed
- UNCP Students – all b-school freshmen

Icehouse Learnings

- City of Albuquerque Mayor Richard Berry deployed Ice House (entrepreneurial mindset) curriculum for city employees. 15 minute video case study. <https://youtu.be/bVGiG3NBNwA>
- The Kauffman Foundation positioned the program and differentiated it from other curriculums, by focusing on the entrepreneurial mindset. In this Sketchbook, Gary Schoeniger, founder and CEO of the Entrepreneurial Learning Initiative, traces the insights and principles that led to the creation of the Ice House Entrepreneurship Program. <https://youtu.be/8NBnoVrLFPU>
- Pikes Peak Community College, (PPCC) the second largest community college in Colorado with 22,000 students, became the first community college in the nation to roll out the Ice House Entrepreneurship Program as a required first-year student success course for interdisciplinary students who were simultaneously enrolled in remedial courses. Comments from faculty and students. <https://youtu.be/0oGnxcW7WFU>
- Colorado Lending Source (CDFI) community deployment. <https://youtu.be/8P9G6m3FR28>
- Kauffman community deployment of Ice House for underserved KC high school students. <https://youtu.be/Dtt3A9b2aJA>
- Finally, Research and Methodology. This video (30 mins.) explains the research and methodology that went into creating the program. It is a little long but explains the rigor and relevance of the program. <https://youtu.be/0mg2GPWc0Go>

What Else Can Be Done?



Suggestions from Kauffman Foundation

- ☐ Recommending a cool new business to a friend.
 - ☐ Asking "how can I can help?" when someone says they're starting a business.
 - ☐ Visiting the grand opening of a new business.
 - ☐ "Liking" or "following" the social media account of a new business.
 - ☐ Attending a local event where entrepreneurs are present, such as 1 Million Cups.
 - ☐ Sharing a photo of your visit to a new business on social media. Use #zerobarriers.
 - ☐ Emailing, calling, or tweeting at your mayor or representative to tell them you support entrepreneurship.
 - ☐ Subscribing to your local business news sources.
- ☐ Buying something you normally wouldn't from a local entrepreneur.
 - ☐ Writing a positive review or rating for a deserving new business.
 - ☐ Introducing an entrepreneur to a potential new customer or partner.
 - ☐ Giving your business card to an entrepreneur and offering your help.
 - ☐ Meeting with a policymaker to talk to them about supporting entrepreneurship.
 - ☐ Getting a friend to sign up for a local business newsletter or other resource.
 - ☐ Becoming a volunteer in your entrepreneurial community.
 - ☐ Attending a demo day or pitch contest at a local accelerator or incubator.
 - ☐ Revisiting a local business if you liked it the first time.
- ☐ Taking someone to visit a business you love.
 - ☐ Getting a locally-owned business to cater a meal or event for you.
 - ☐ Donating to a new business' project or crowdfunding campaign.
 - ☐ Learning how you can invest in a new business from the Angel Capital Association, Angellist, or Portfolia.
 - ☐ Becoming a 1 Million Cups organizer in your area.
 - ☐ Hosting an event that helps entrepreneurs during Global Entrepreneurship Week, or any time of year.
 - ☐ Buying from a local vendor instead of a national chain at work.
 - ☐ Spending a day working at a local coworking space and meeting entrepreneurs.

Questions? Comments?

Ecosystem Development

Top two box scores, percent "Agree" + "Strongly Agree"					
		2016	2017	2018	Difference
<u>Question</u>	<u>Category</u>	<u>n=28</u>	<u>n=86</u>	<u>n=58</u>	<u>18-'17</u>
1	Leadership	33	28	52	+24
2	Framework	52	55	88	+33
3	Resources	72	63	74	+11
4	Engagement	23	39	84	+45
5	Culture	25	32	62	+30
6	Innovation	46	48	79	+31
7	Confidence	NA	NA	83	NA
	Average	42	44	75	+30

