

A statewide collaborative project funded by the W.K. Kellogg Foundation and conducted in partnership with the N.C. Business Resource Alliance

The Entrepreneurship Development System for Rural North Carolina:

Vision, priorities, principles and objectives

The Vision of the EDS team

Develop a system with:

- **no wrong door** for any entrepreneur in rural North Carolina
- **no closed doors** to racial and ethnic minorities, women, dislocated workers or any other citizen who has an entrepreneurial mindset, a market-driven product, and the willingness to develop the skillset to be a business owner
- **keys** to entering the doors most relevant to them.

Two priorities for the EDS team

1. Integrate our state's strongest resources into a more transparent system that helps **rural entrepreneurs** make well-informed use of education, technical assistance, capital and networks as they start and grow their enterprises.
2. Provide North Carolina's **rural community leaders** who want to nurture "homegrown job" creation and local investment the training, ideas and approaches they need to be effective in that role.

Council for Entrepreneurial Development

e-NC Authority

Good Work, Inc.

Junior Achievement

N.C. Community College System – Small Business Center Network

N.C. Department of Agriculture

N.C. Department of Commerce

N.C. Community Development Initiative

N.C. IDA Collaborative

N.C. Indian Economic Development Initiative

N.C. Institute for Minority Economic Development

N.C. REAL

RTI International

Self-Help

UNIVERSITY OF NORTH CAROLINA INSTITUTIONS:

Small Business & Technology Development Center

East Carolina University

N.C. A & T State University

N.C. State University Industrial and Cooperative Extension Services

UNC-Chapel Hill School of Government

Western Carolina University



N.C. Rural Economic Development Center, Inc.
Lead Organization

Three principles to guide our work:

1. To serve entrepreneurs better, be more entrepreneurial ourselves
2. Rely on intermediaries who are trusted by the entrepreneurs
3. Plant seeds, bring new ideas to fertilize the ground, and make rain at the state level, but let the locals tend the gardens for their own entrepreneurs.

Five project objectives:

1. Demystify, publicize and improve the education offerings for rural entrepreneurs.
2. Create a seamless system of technical assistance that reaches rural entrepreneurs where they are.
3. Increase individual understanding and uptake of available financial capital.
4. Use people and information networks to connect rural entrepreneurs with new ideas.
5. Develop cultural change agents and policy to support them.