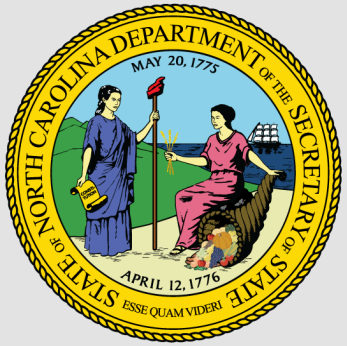
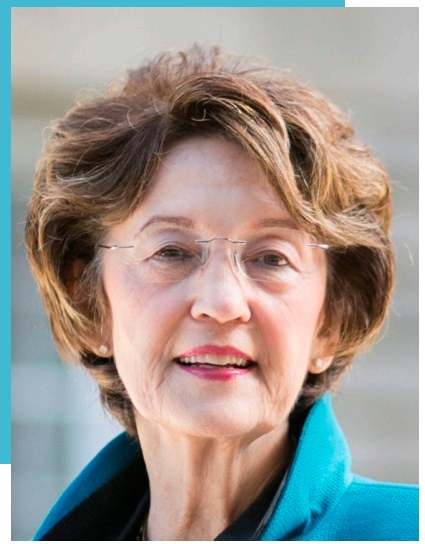
Rural RISE NC:

Resources for Innovators, Startups, & Entrepreneurs

June 2023

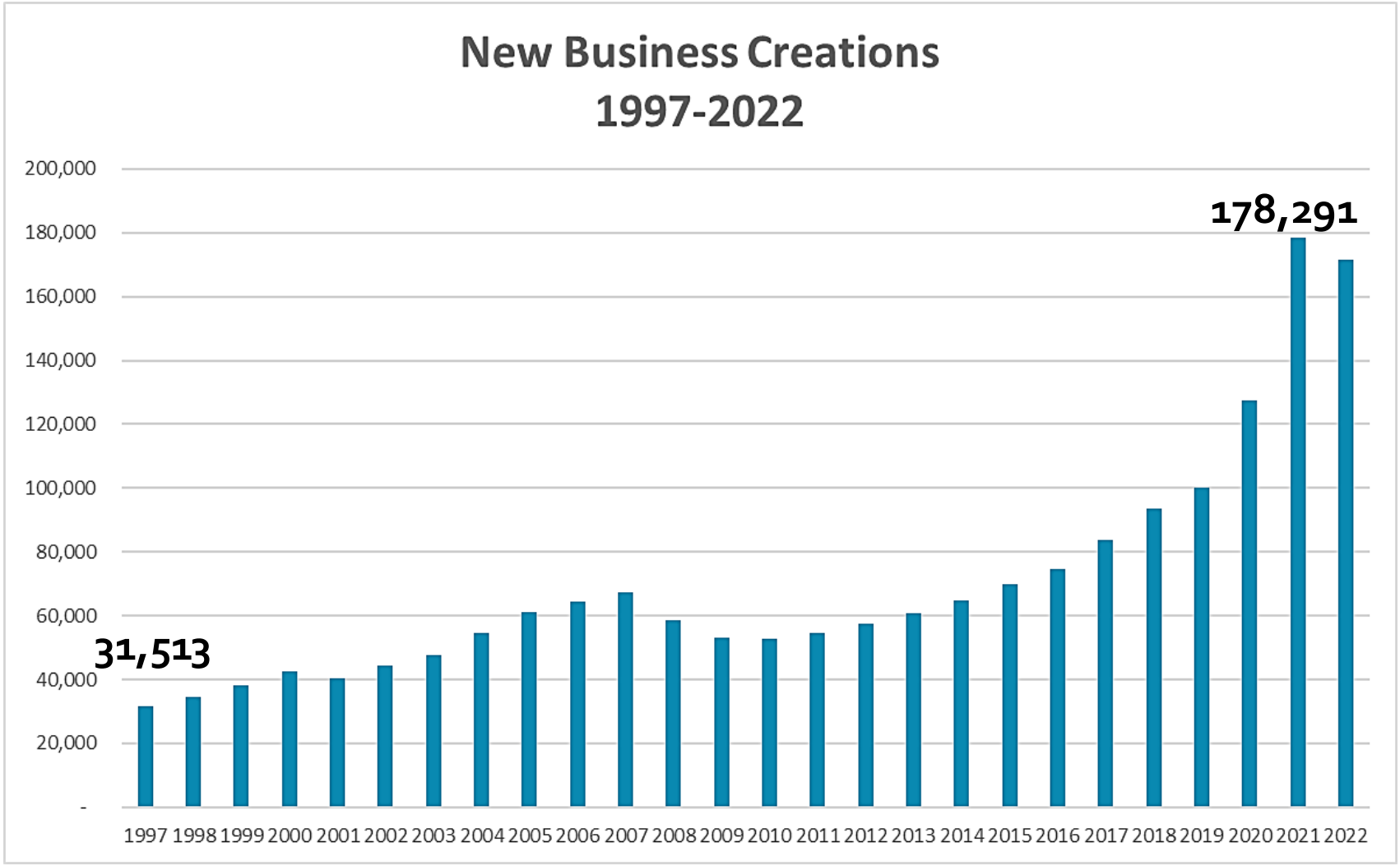


Secretary's Goals

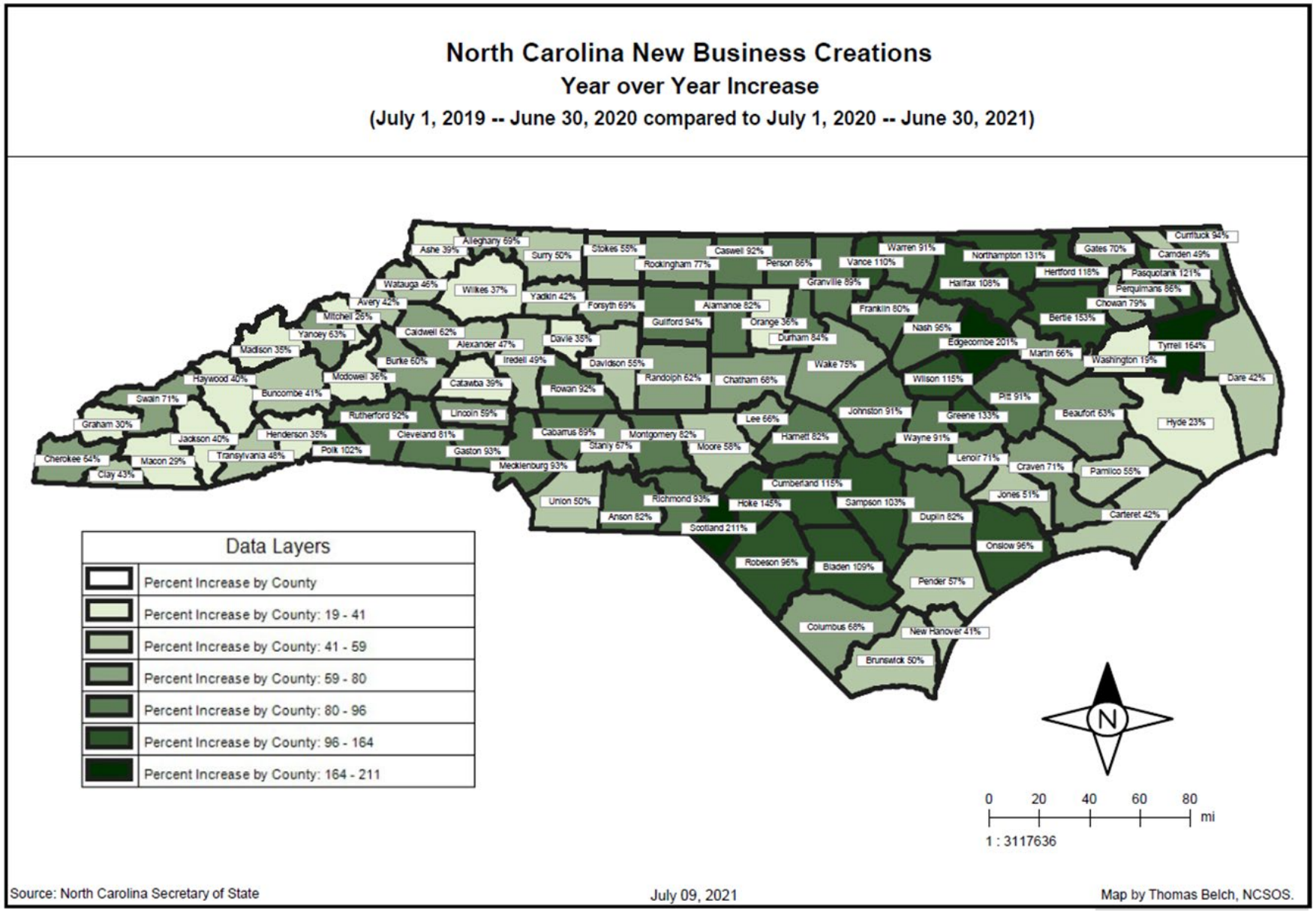


1. Provide valuable & accurate data at no cost
2. Streamline & simplify business creation process
3. Connect local businesses to local resources

Record-Breaking Business Growth



Growth in 100 Counties

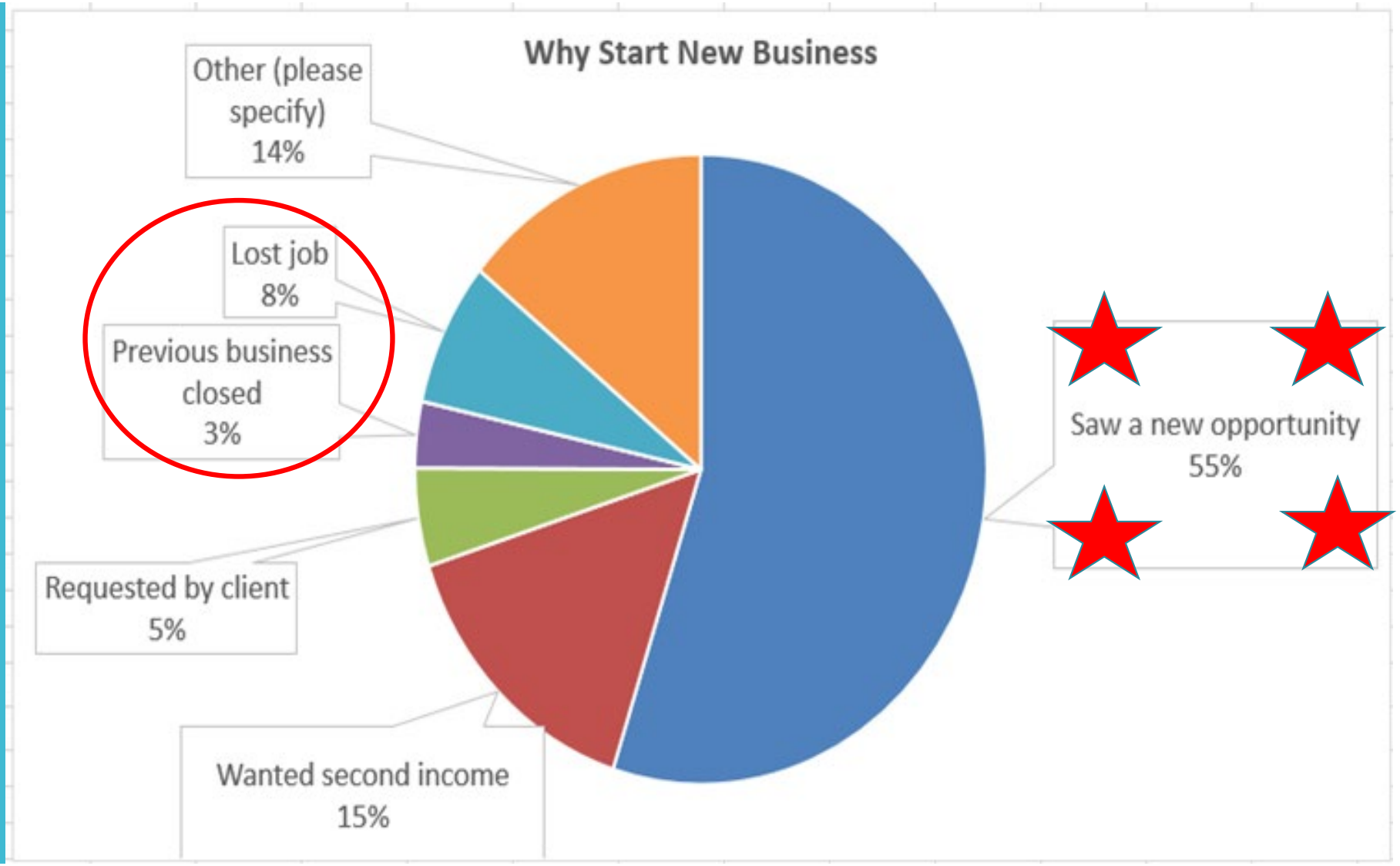


New Business Survey

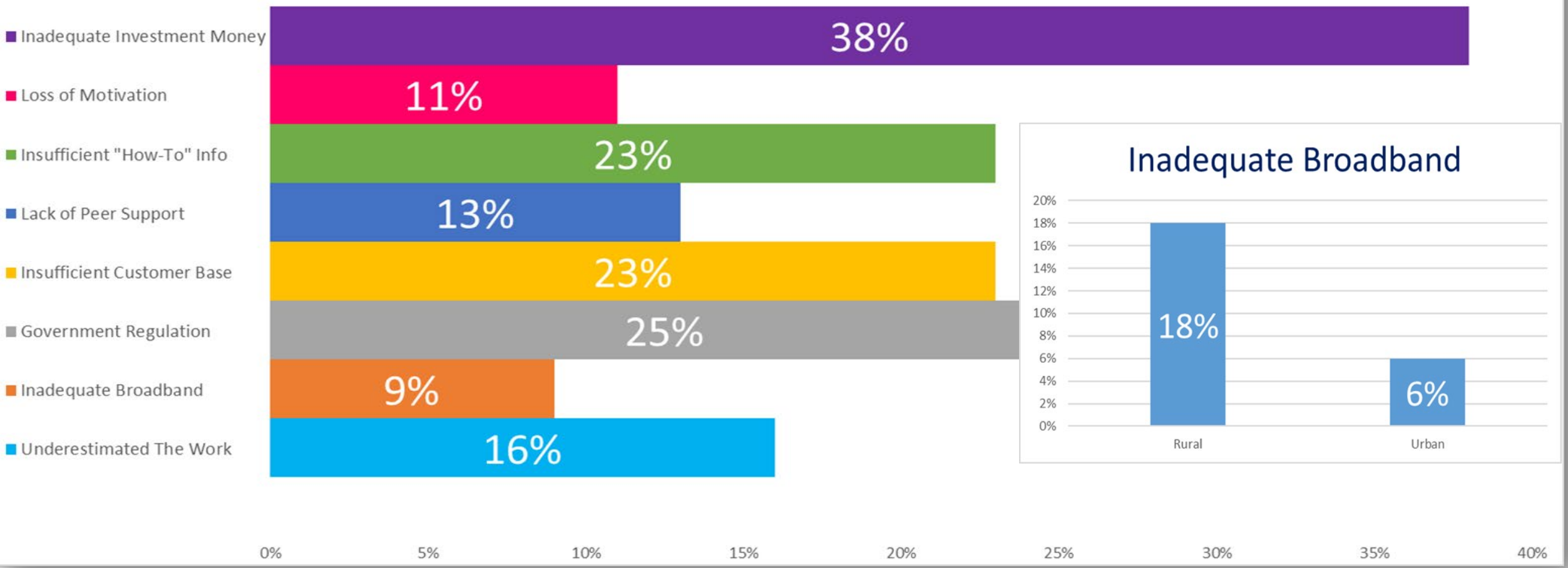


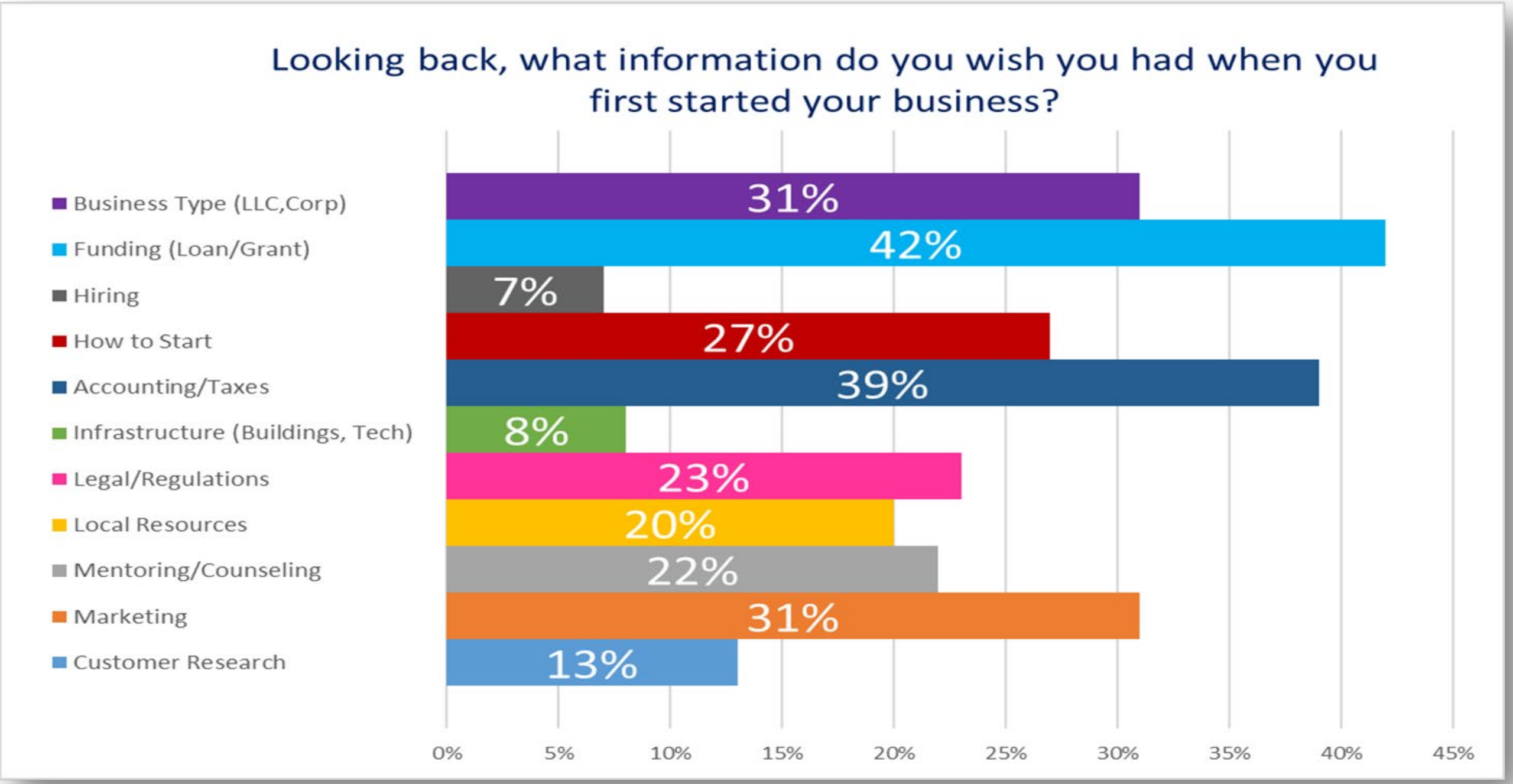
- Initially surveyed COVID-era 2020 businesses on 1-year anniversary
  - Subsequently surveyed 2018, 2019, 2021
- Only businesses with email addresses
- 95% confidence, +/- 5%

New Era of Entrepreneurship

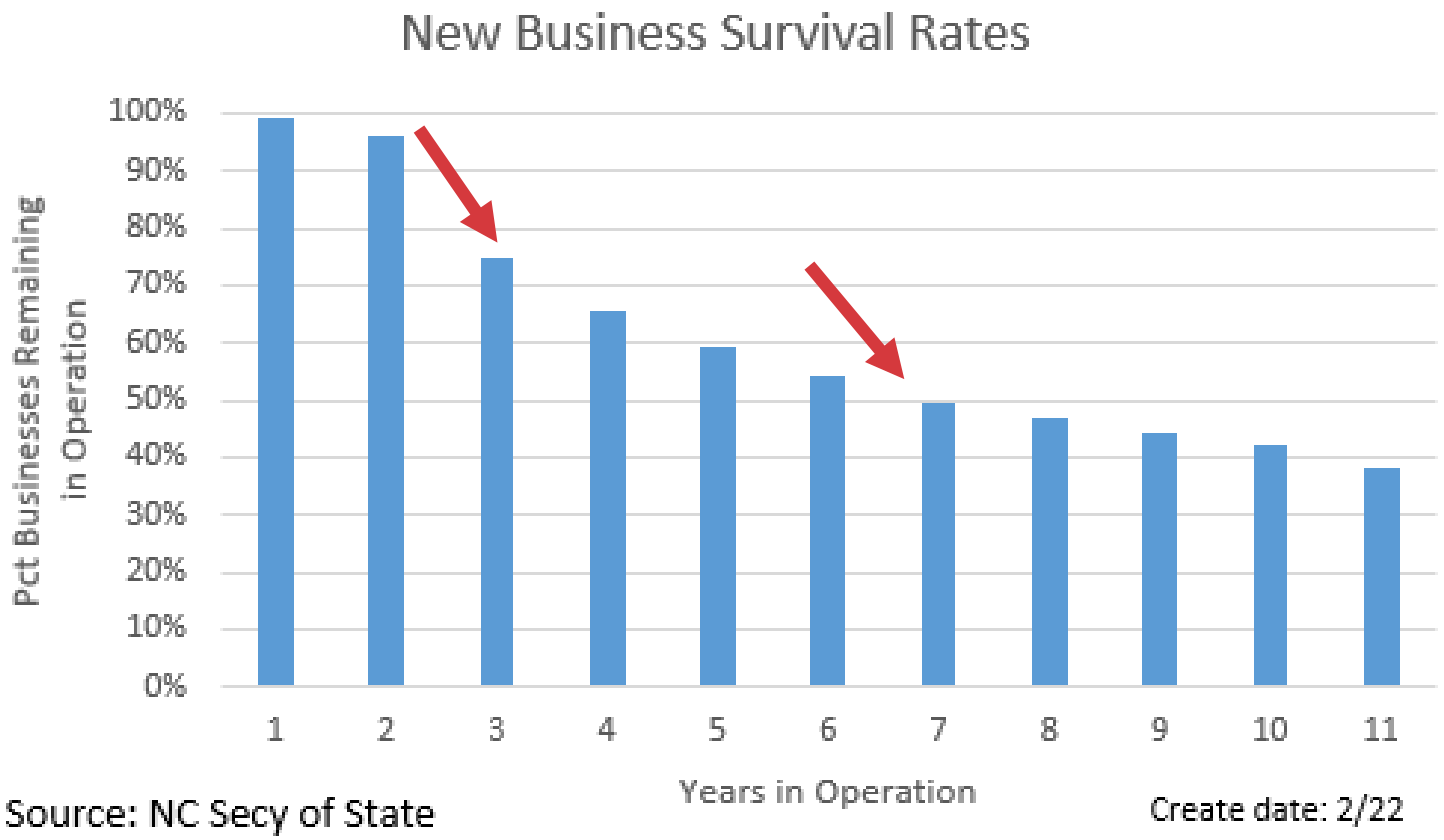


Obstacles Encountered




Looking back, what information do you wish you had when you first started your business?
Business Type (LLC,Corp)
Funding (Loan/Grant)
Hiring
How to Start
Accounting/Taxes
Infrastructure (Buildings, Tech)
Legal/Regulations
Local Resources
Mentoring/Counseling
Marketing
Customer Research
31%
42%
7%
27%
39%
8%
23%
20%
22%
31%
13%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%

"Window of Opportunity"



Source: NC Secy of State

Create date: 2/22



Transylvania County Entrepreneurs:

Great Resources to Jumpstart Your Business' Success

Congratulations on starting your new business!

I remember when I started my own small business in rural NC. Finding resources to help was difficult---there simply was no roadmap. It was tricky and time consuming to figure out what to do next. Was my business plan solid? Where could I get a small business loan? What kind of documents would that lender need from me? And who in the community could help me promote my business?

I would have loved to have had quick access to **experienced, professional advisors** to help me get off to a great start—right from the beginning. That experience is why I started **Rural RISE NC**—Resources for Innovators, Start-ups, and Entrepreneurs—for you.

Rural RISE NC provides this important roadmap of resources to you. This initiative connects you with small business lenders, business counselors, and more—within your community and beyond. And even better, **many of these resources are free.** We have made it easier for you to find these resources with a new web page, sosnc.gov/RISE.

Below is just a sample of the resources you'll find on the web page. Please **search by Transylvania County**, and start connecting with professionals who will help increase the likelihood of your success. I am confident they can help your new business **RISE** to the

Transylvania County Lenders

Click here to view and download
a list of lending institutions located in Transylvania County.

Connect With Local Resources

Meet contacts who can lend a hand.

Connect With An EDPNC Small Business Advisor
1-800-228-8443 or email SBAdvisors@edpnc.com

EDPNC Small Business Advisors is a **free service** for anyone seeking to start a small business in North Carolina. We offer **one-on-one phone consultations** to people interested in starting a business, small business owners in need of general support, and entrepreneurs interested in moving to North Carolina. We're here to **answer your questions** and help you navigate topics like regulatory requirements, licensing stipulations, small-business training, and more.

BlueRidge COMMUNITY COLLEGE SMALL BUSINESS CENTER

Contact SBC Director Ben Smith via phone 828-694-1658 or email sbc@blueridge.edu to get started.

Blue Ridge Community College's Small Business Center (SBC) supports the development of new Transylvania County businesses by being your community-based provider of FREE counseling, training, and resource information. Our professional staff will help you find solutions to challenging business questions, provide assistance in the creation of a business plan, and more. No question is too simple or too complicated. SBC understands the unique challenges that local businesses encounter, and we're ready to help.

sbtdc Your business. Better.

Learn How SBTDC Can Make Your Business Better
Contact Business Counselor Elena Gupta 828-251-6025 or email egupta@sbtdc.org

The Small Business & Technology Development Center of NC (SBTDC) at Western Carolina University has resources that can help you better understand existing customers and find new ones, identify industry trends, learn best practices for human resources, marketing, management, and more. We provide management counseling and educational services to small and mid-sized businesses. Our counselors offer FREE, CONFIDENTIAL, one-on-one assistance to help you with your business plan.

Rural RISE NC

Resources for Innovators, Start-ups, and Entrepreneurs

sosnc.gov/RISE









No matter whether you are a brand new business owner nee
business off the ground or an established business looking t
I want you to have access to as **many useful resourc**
help you succeed — including our New Busines

Our **Rural RISE NC** initiative connects you with mentors, l
funding sources, and more — within your community and
many of these resources are free.

Please invest the time to review and engage with these pr
I am confident they can help you reach your

Search For Resources

To see **ALL** resources available to you, **only select your county and NOT a resource type**.
listed, please select **ALL COUNTIES** to find resources available to you.

County:

Macon

Resource Type:

Business Plan Assistance

Search →