



Christopher Gergen  
*Unleashing NC's Innovative Potential*



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*MISSION: to unleash NC's innovative potential for sustained economic and community impact*

**CONVICTIONS**

1. Future is dependent on innovation
2. Innovation is often place-based
3. These efforts need to be intentional & connected
4. Progress is only sustainable if it is inclusive

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**Problem**

- North Carolina ranks mid-pack among the nation's states in overall innovation capacity and effectiveness
- NC will fail to reach the top quartile unless more people in more communities are involved in a broad innovation turnaround effort to expand innovation capacity

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### InnovateNC

- Accelerate entrepreneurial activity and small business growth in micropolitan communities and under-connected metro areas
- Create opportunities for collaboration/ shared learning between communities
- Develop a national model that increases visibility and support for NC's innovation economy

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### Design

- State-wide learning collaborative modeled off of Forward Cities
- 10 partners supporting effort
- RFP for communities to participate:
  1. Commitment to two-year process
  2. Clear stakeholder engagement
  3. Proof of some initial momentum
  4. \$15,000 of financial support

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### 18 Communities Applied

- Albemarle/Locust, Stanly
- Asheville, Buncombe
- Chadbourn, Columbus
- Chapel Hill, Orange
- Elizabeth City (Greater), Pasquotank
- Fayetteville, Cumberland
- Gaston County
- Greensboro, Guilford
- Greenville, Pitt
- Morganton, Burke
- New Bern, Craven
- Newton, Catawba
- Pembroke, Robeson
- Rocky Mount, Nash & Edgecombe – Nash and Edgecombe
- Statesville, Iredell Wilmington, New Hanover
- Wilson, Wilson
- Winston-Salem, Forsyth

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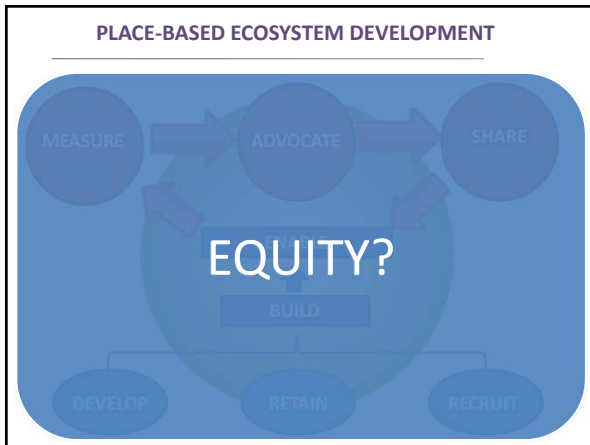
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- Community Engagement Process**
- Local Innovation Council Formation
  - Community Asset Mapping
  - Attitudinal Survey
  - Policy Audit
  - Data driven strategic planning
  - Story-telling:  
<http://video.unctv.org/show/innovatenc/>

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**Goals for Communities**

- Increase innovation capacity, activity, and connectivity
- Accelerate “inclusive innovation”
- Foster cross-sector collaboration within communities and connections between communities
- Increase visibility and financial support
- Establish base-line data and alignment on targets

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**TARGET OUTCOMES**



- entrepreneurial opportunities for youth
- retention of entrepreneurial talent
- citizen engagement in entrepreneurial solutions
- density of innovation cluster
- increased entrepreneurial activity & connectivity
- local jobs & tax base
- economic growth and diversification
- investment in local enterprises
- local, state, and national recognition

© 2010 Bull City Forward

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**Innovate NC 2.0**

- Expand network of communities across NC
- Strengthen InnovateNC.org as learning platform including toolkit
- Extend capacity building support for communities
- Grow story-telling activities
- Establish research & evaluation efforts
- Establish state-wide convenings
- Connect to national network
- Create NC Community Innovation Fund

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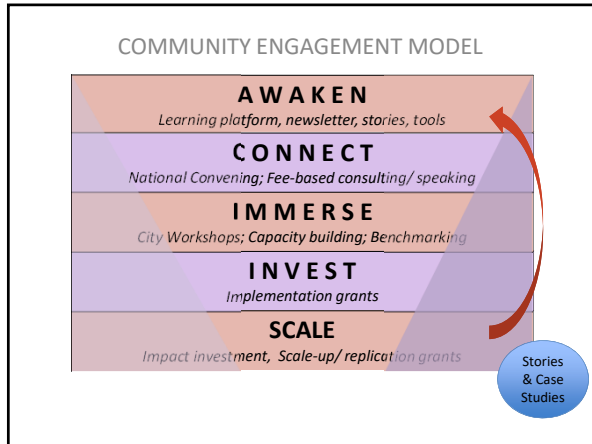
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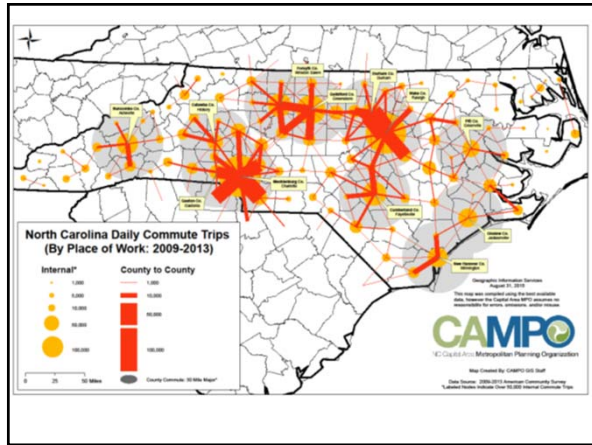
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HQ strives to be

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THE LARGEST NETWORK OF

**entrepreneurial communities**

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IN THE SOUTHEAST

*that helps to create hundreds of companies,  
thousands of jobs, and lasting positive impact in the world.*

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**HQ AFFILIATE STRATEGY**

- Expanding HQ network to small/mid-sized markets through affiliate partners
- Seeking independent operating teams that share HQ vision & values
- Anchored in co-working spaces consistent with HQ design standards
- Opportunity to catalyze local entrepreneurial markets and contribute to robust regional network

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**InnovateNC**  
An Intra-City Learning Collaborative

Supporting the growth of business, entrepreneurship, & innovation in 117+ forward communities

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@cgergen




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