



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

Region 2 Growth and Diversification Plan Initial Breakout Groups

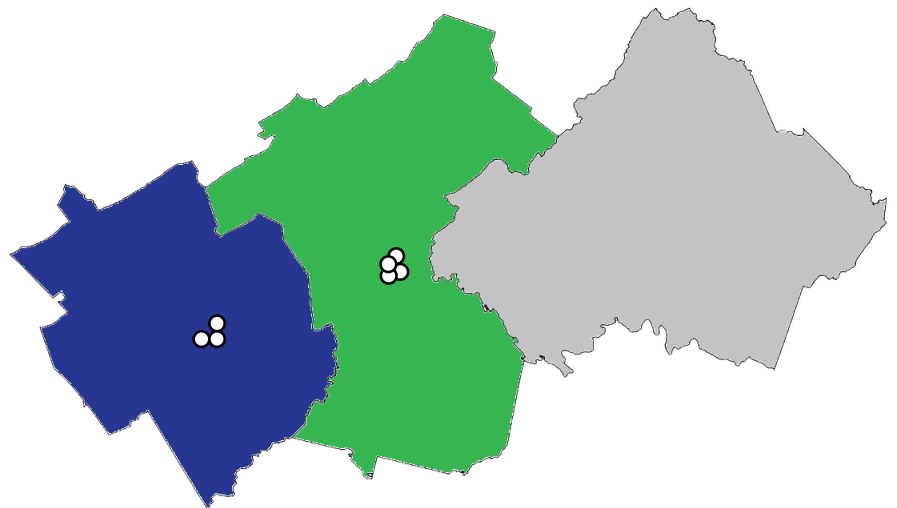
Entrepreneurship

To achieve the goal of growing more startup and existing firms that create and sustain higher wage jobs, one priority of Region 2 is to support GOVA initiatives that increase the number of startups and small businesses accessing capital investments. Below are three strategies for increasing access to capital. Strategies in red may have received less attention than others since 2017:

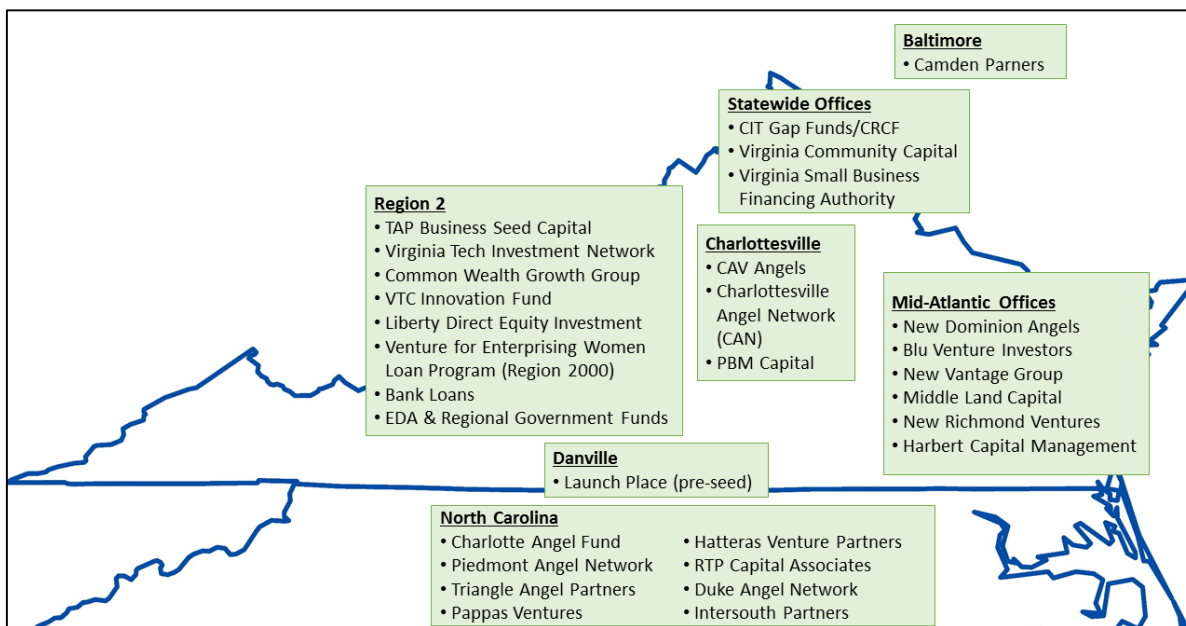
Original 2017 Strategies	Opportunities	Metrics
Increase presence of and access to capital investors (4 projects)	Activities to encourage development of pre-seed and early-stage seed funding	<ul style="list-style-type: none"> Number of active capital funds in region over time Number & dollar amount of deals and grants in region over time Number of firms (in priority industry clusters) receiving funding over time
	Activities that connect regional companies to investors outside the region.	
	Activities that help formalize and professionally sustain regional network(s)	
	Activities that train entrepreneurs in acquiring government and private funding	
Expand and coordinate mentorship and training resources to increase the supply and flow of investible ventures (6 projects)	Activities to start/expand mentorship programs.	<ul style="list-style-type: none"> Number of program participants over time Number of program participants creating and sustaining startups, actively engaging with mentor, pursuing and/or receiving funding
	Activities to expand incubator/accelerator activities that make businesses capital ready.	
	Activities that would encourage resource collaboration among capital, mentoring and other business resource providers	
Improve awareness of existing capital, mentorship & training resources. (8 projects)	Activities to help measure, market, and illustrate the region's entrepreneurial resources and successes.	<ul style="list-style-type: none"> Survival rates of served companies Revenue and jobs of served companies Survey/Interview data illustrating increased collaboration among regional groups
	Activities that raise awareness and connect entrepreneurs and businesses to training, mentorship and funding resources.	

7 Project (\$1.1 million)

- Increasing the Birth Rates of New High Growth Companies Phase I & II
- Blockchain Ecosystem Catalyst
- VIC Region 2 Entrepreneurship Initiative
- VIC Capital Ecosystem
- RAMP Expansion
- Pivot & RAMP Up
- SBDC Expansion



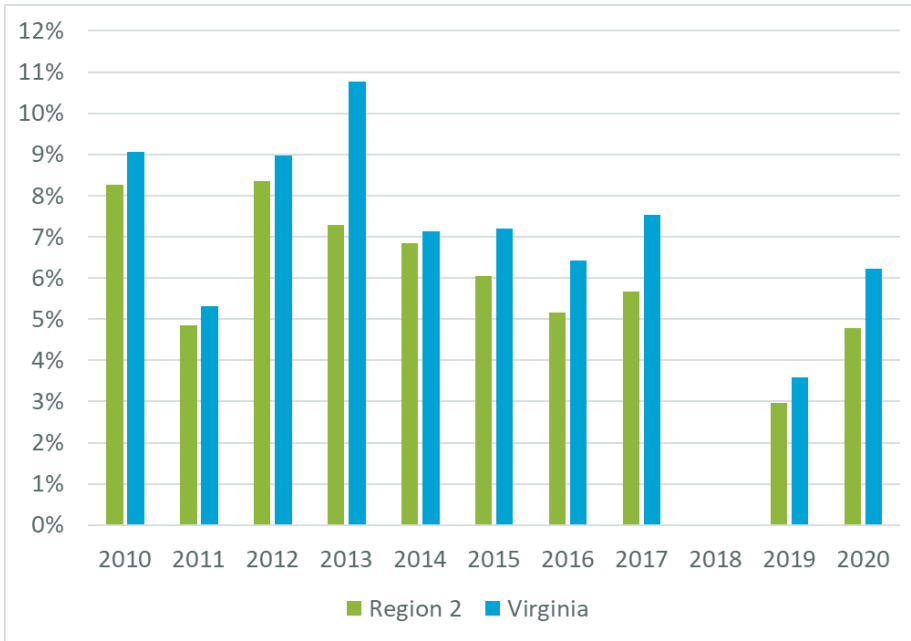
How have assets and priorities changed?



	Mentorship Assets
Formal Mentorship Programs	RAMP, Roanoke SCORE, Advancement Foundation (Roanoke)
	Co.Starters, Greater Lynchburg SCORE, Innovate Lynchburg (Lynchburg)
	Roanoke-Blacksburg Tech Council (Region)
Informal Mentorship Opportunities	Local and Regional Chambers of Commerce (Region)
	Colab, Roanoke Public Library Consultations, Small Business Development Center, Star Tank, HIVE, Roanoke Regional Partnership (Roanoke)
	Small Business Development Center of CVCC, Leadership Lynchburg, PopupAltavista, Opportunity Lynchburg, Lynchburg Business Development Center (Lynchburg)
	Studio 2.0, TechPad, Hacksburg, Beans & Rice, Onward NRV, American Business Women's Association (New River Valley)

Proposed GOVA Industry Clusters (Median wage = \$22/hour or \$46K annually)			
Manufacturing (\$23/hr)	Food and Beverage Manufacturing (\$19/hr)	Life Sciences and Health Care (\$27/hr)	Emerging Tech and IT Cluster (\$26/hr)
<ul style="list-style-type: none"> • Automotive • Metalworking Tech • Lighting & Electrical Equipment • Paper & Packaging • Downstream Chemicals 	<ul style="list-style-type: none"> • Agricultural Inputs & Services • Food Processing & Manufacturing • Food & Beverage Packaging* • Wholesale & Distribution* 	<ul style="list-style-type: none"> • Inpatient Care • Outpatient Care • Eldercare • Biopharm. & Medical Devices • Medical Diagnostics & Support Services 	<ul style="list-style-type: none"> • Knowledge Creation (Ed Institutions) • IT & Cybersecurity • Autonomous Systems
Added additional industries related to transportation	Added industries related to packaging and distribution	Same as 2017 but broke out "healthcare"	Same

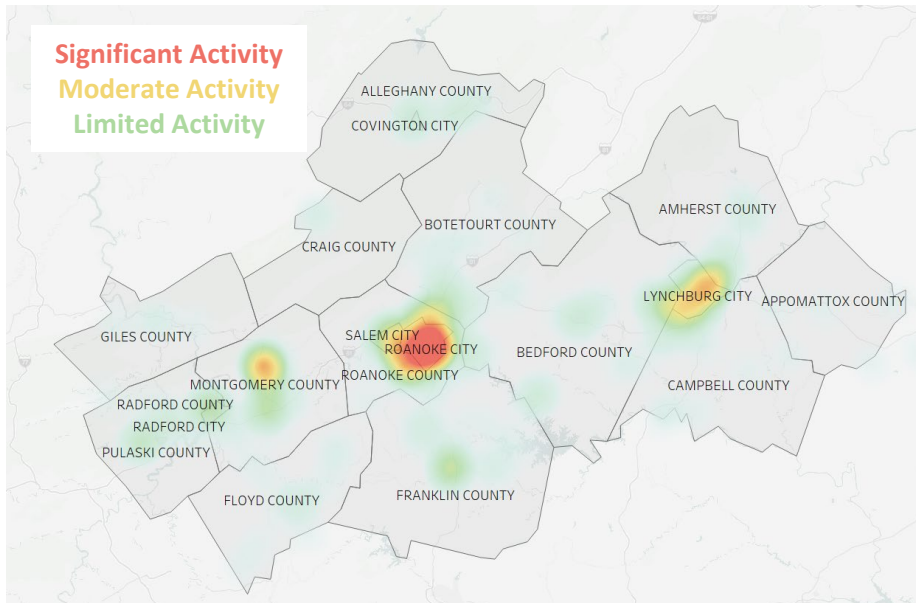
New Business Formation Rate in Traded Industries, 2010-2020



Note: 2018 excluded due to addition of a major source of firm data to underlying BDRC database that makes comparisons using 2018 not possible

Source: Business Dynamics Research Consortium, Your-economy Time Series (YTS); TEconomy analysis.

Start up Density across Region 2

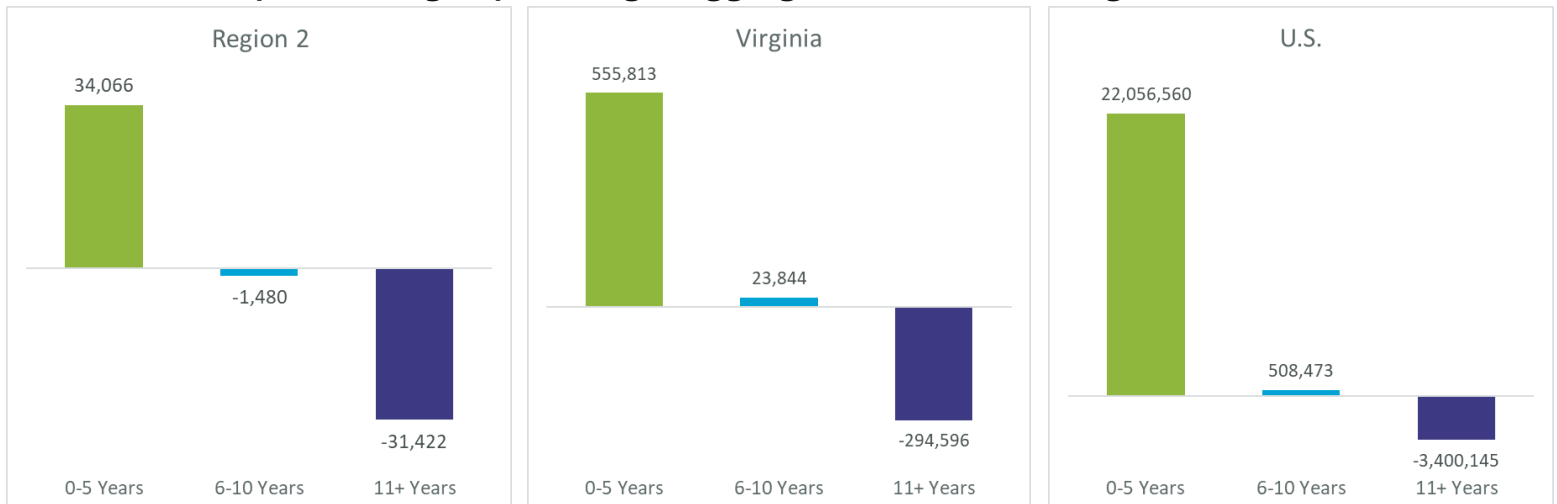


Note: This map is based on geocoordinates of individual establishments, not an aggregation of establishment counts to a prescribed geography such as census tracts. The mapping software plots a visualization of startup spread by analyzing the clustering of coordinates in a multi-dimensional spatial context relative to each region. It is not possible to provide a numeric estimate of density (i.e. establishments per square mile) since calculation of spread is multi-dimensional and not fixed to a prescribed geographic boundary.

*Startup density is relative to overall regional startup rates

Source: Business Dynamics Research Consortium, Your-economy Time Series (YTS); TEconomy analysis.

Traded Industry Job Change by Firm Age, Aggregated 2010 Q1 through 2020 Q2



Source: U.S. Census Bureau Quarterly Workforce Indicators dataset.

Innovation Needs in Region 2



Source: Valleys Innovation Council (VIC) Organizational Survey, 2021.