

By providing entrepreneurs with the direction they need to build and grow successful businesses, the SBTDC positively impacts North Carolina's economy.

*Each year, the SBTDC participates in a national Impact Assessment Study of clients who receive five or more hours of business counseling.**

At a Glance

	Jobs created and retained	7,253
	Cost Per Job created and retained	\$2,947
	incremental Sales	\$259.8 M
	incremental Tax Revenue	\$17.7 M

Return on Investment

Counseling provided to our clients generated **\$2.39** in incremental tax revenues for every **\$1** spent on the SBTDC program.

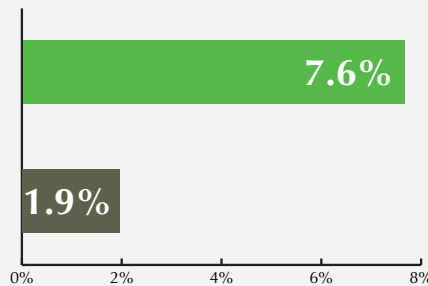
Better Results

SBTDC clients outperform the average North Carolina business in the number of jobs created and in sales growth (compared to the previous year's growth).

SBTDC Clients NC Average

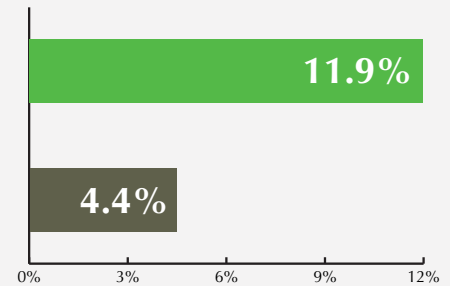
Employment Growth

SBTDC clients vs. the NC average



Sales Growth

SBTDC clients vs. the NC average



** The 2020 Impact Assessment Study surveyed SBTDC clients that received more than five hours of service in 2018-19 and reflects those results. It includes federal and state income and sales taxes, but does not include additional taxes such as corporate taxes, property taxes, unemployment taxes, or social security payments.*

About Us

The SBTDC is a business and technology extension program of the UNC System. With offices at the 16 campuses counselors provide personalized management counseling and education services that help entrepreneurs make their businesses better, create and retain jobs, and improve the economy of North Carolina.

Small Business and Technology Development Center
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