



### **ABOUT the Center for Entrepreneurship & Innovation (CE&I)**

The College of Business' newest and most exciting center, the Center for Entrepreneurship & Innovation, serves as a catalyst for the creation of successful entrepreneurial ventures. Its impact is felt throughout the western region of North Carolina and elsewhere around the globe wherever distance students may live and faculty may disseminate research, consult, and collaborate. The Center provides educational support for aspiring and current entrepreneurs; fosters cross campus and inter-institutional collaboration on the inclusion of entrepreneurship theory and practice for all disciplines; and faculty and staff of the Center provide expertise to other organizations that work for economic development.

Through its distance and residential undergraduate and master's level [programs in entrepreneurship](#) the Center offers practical hands-on education and service-learning activities facilitated by a [faculty of experienced entrepreneurs](#). The Center for Entrepreneurship & Innovation provides students with the skills necessary to think creatively, to successfully launch their own businesses, or to work with an employer in launching and growing an entrepreneurial venture.

To learn more about the Center, visit <http://www.wcu.edu/3858.asp>

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### **ABOUT The Small Business and Technology Development Center at Western Carolina University (SBTDC at WCU)**

The NC [SBTDC](#) is a statewide university system program that advises small and mid-size businesses. The SBTDC at **WCU** shares offices with the Center for Entrepreneurship & Innovation and is staffed by dedicated business professionals who combine real-life business experience with industry expertise, education and advanced training to provide comprehensive business advice. These advisors serve the 14 western counties of North Carolina through two convenient locations at Western Carolina University and downtown Asheville.

Most business owners or their executives come to the SBTDC initially for confidential counseling to assess their business and develop a plan to make their business better. Together, the counselor and company select tools to implement that plan -- financial analysis, market studies, focus groups, strategic needs assessments, government procurement assistance, and/or strategic planning retreats to name a few. Should funding be needed, the SBTDC is an approved technical assistance provider for North Carolina and the SBA programs. For companies involved in scientific research & product development, we assist with federal SBIR and STTR grants.





As a program of the university system, the SBTDC strives to leverage the assets of WCU to benefit businesses in the region. Last year, faculty and students from WCU contributed thousands of hours through applied learning and consulting projects designed to assist companies improve and grow. These projects provide a hands-on learning experience for students and much needed resources for businesses.

For more information, visit [www.sbt dc.org](http://www.sbt dc.org).

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