The Rebirth of Downtown
As Entrepreneurial District...

Briefing to:

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Communities that are now Hot Spots...

San Diego  Kansas City  Austin  Portland

Boulder  Omaha  Salt Lake City  Las Vegas

And their bigger brothers

Seattle  New York  Chicago
Reasons for the rediscovered relevance of Downtown...

Creative Class (Florida)
Firm Clustering (Porter)
Network Density (Feld)

Other Reasons:
• The Stack
• Innovative Districts
• Millennial Culture
• Convergence
• Repurposed Space
• Cool Factor
Ingredients

Creating a Mix...

1. Dense Interconnected Network
2. Serial Entrepreneurs
3. Founder Culture
4. Innovation
5. Supporting Ecosystem
Dealmakers Conceptualized

Entrepreneurs

Investors
Role of Serial Entrepreneurs a.k.a. ‘Dealmakers’

- Broker Information and Resources
- Shape Deal Networks
- Syndicate and Interconnect

Dealmakers
Dealmakers Conceptualized
Dealmakers Conceptualized
Dealmakers Conceptualized
Dense Interconnected Network
✔ RTP’s Entrepreneurial Network
Serial Entrepreneurs
✔ RTP’s Dealmaker’s Network
Serial Entrepreneurs
✔ RTP’s Dealmaker’s Network
Serial Entrepreneurial Flywheel: Building an Entrepreneurial Culture
Founder’s Culture
✔ Chapel Hill’s Founders...
Hall of Fame
Founder’s Culture
✔ Chapel Hill’s Founders...
Next Gen
Tools

Catalysts for an Entrepreneurial District...

1. Committed Founder-led Culture
2. Engaged Serial Entrepreneurs
3. Public/Private Partnership
4. Innovative Spaces
5. Accelerator Program
Case Study: LaUNCh Accelerator

launch
CHAPEL HILL

DOWNTOWN
CHAPEL
HILL
Case Study: Community Needs

- Create a retention strategy for UNC and local entrepreneurs
- Establish a co-working program to support new ventures
- Build an accelerator program to enhance growth in new ventures
- Create an ecosystem to provide for ‘graduating’ ventures
Case Study: Unique Opportunities for Chapel Hill

- Innovative assets of a top-20 research university
- Presence of a nationally leading entrepreneurship program
- Strong core of serial entrepreneurs prepared to ‘give back’
- Strategic real estate opportunities
Case Study:
Forging a Distinct Partnership
Case Study:
Unique Partnership

- One of a kind Town-Gown accelerator and co-working facility
- Unique partnership with UNC, Town, County and Downtown Partnership
- Committed private investor
- Strong program leadership
- Supporting mentoring network of regional serial entrepreneurs
Case Study: Program Features

- Cohort admission cycle 2x per year
- Mix of UNC and Regional entrepreneurs
- Core Entrepreneurs-in-Residence
- Resource Partner Network
- Training and ‘guru’ sessions
Case Study: Results

- Chapel Hill remains a startup community
- Town now competes to retain talent
- Graduation path for new ventures
- Established network of serial entrepreneurs
- A complete “stack” of supporting services
- Creation of a ‘flywheel’
Ingredients

Creating a Mix...

1. Dense Interconnected Network
2. Serial Entrepreneurs
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4. Innovation
5. Supporting Ecosystem
A Winning Culture...