

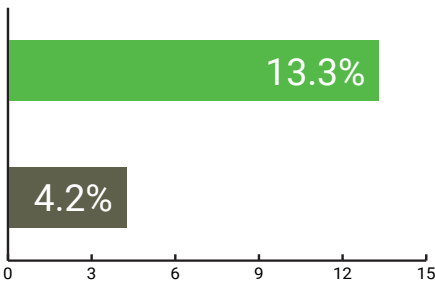
By providing entrepreneurs with the guidance they need to build and grow successful businesses, the SBTDC positively impacts North Carolina's economy.

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

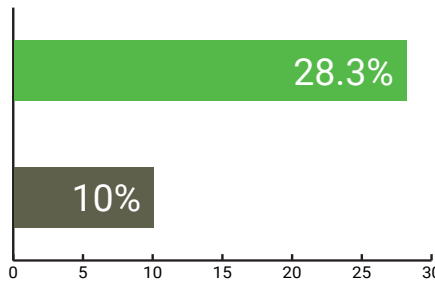
BETTER RESULTS

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).

Employment Growth

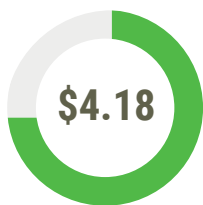


Sales Growth

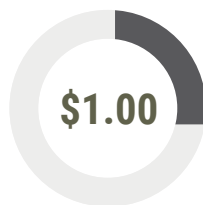


SBTDC Clients NC Average

RETURN ON INVESTMENT



\$4.18
in tax revenue generated by our clients for every



\$1.00
spent on the SBTDC program.

* The 2023 Impact Assessment Study surveyed SBTDC clients that received more than five hours of service in 2021-22 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.

BY THE NUMBERS



8,646

jobs created & retained



\$2,555

cost per job created & retained



\$635 M

incremental sales



\$32.5 M

incremental tax revenue

Small Business and Technology Development Center
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