

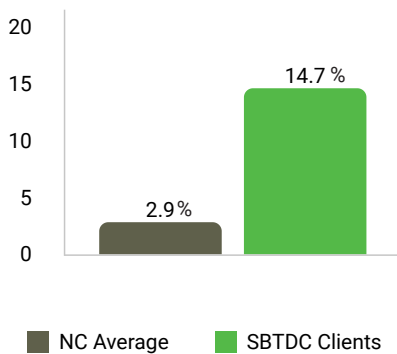
By providing entrepreneurs with the direction they need to build and grow successful businesses, the SBTDC positively impacts North Carolina's economy.

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

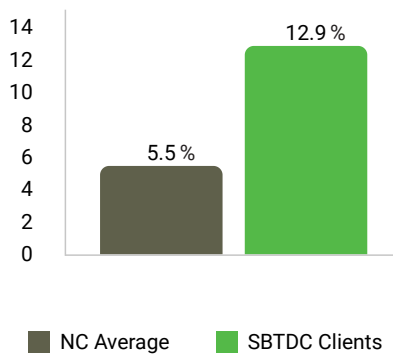
BETTER RESULTS

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).

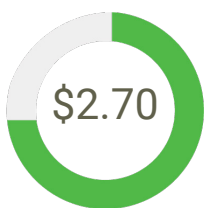
EMPLOYMENT GROWTH



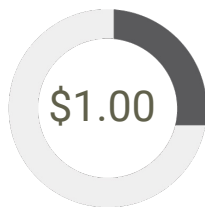
SALES INCREASES



RETURN ON INVESTMENT



\$2.70
in tax revenue generated by our clients for every



\$1.00
spent on the SBTDC program.

* The 2025 Impact Assessment Study shows a five-year average from surveyed SBTDC clients that received more than five hours of service from 2020-24. 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



3,316

jobs created & retained



\$2,898

cost per job created & retained



\$155.4 M

incremental sales



\$225.7 M

capital formation