



## RISE29 ENTREPRENEURSHIP PROGRAM

East Carolina University is creating a national model for emerging entrepreneurs with the goal of transforming eastern North Carolina through microenterprises, job development and existing business support. In fact, ECU has pledged to create the most student-led startups of any university in the state. We're accomplishing this goal through RISE29, our exciting new microenterprise program that connects small business ideas with regional community need. Fueled by big data analytics, our student teams develop and launch microenterprises, strengthen existing businesses with long-term continuity plans, and commercialize new technology that enhances our region.



Empowers **rural prosperity** across eastern North Carolina



Creates **new business enterprises** and develops sustaining succession plans



Fueled by **big data analytics**



ECU has committed to lead the state in **university-backed student startups**



### CONNECT WITH US



**Sharon Paynter**  
paynters@ecu.edu  
252-328-9480



**Mike Harris**  
harrismi@ecu.edu  
252-737-1057





// I don't believe I could have started my business just anywhere. ECU and Greenville have provided me all of the tools and support I need for my business to thrive. **I can't imagine a better place to start a business than in eastern North Carolina.** //

Taylor Hicks | Owner, Simple & Sentimental  
ECU Senior, Business Management

**STUDENT & COMMUNITY OPPORTUNITIES**

**TEAM FORMATION**

**RESEARCH & DEVELOPMENT**

**BUSINESS MODEL**

**TEAM PITCH TO COMMUNITY**

**CONNECT TEAMS WITH RESOURCES**

**LAUNCH MICROENTERPRISES  
OR  
ENACT CONTINUITY PLAN**

**ONGOING MENTORING**

## THE PROCESS

RISE29 takes a holistic approach to job creation and retention in the state's eastern 29 county region - ECU's home base of operations that many university students, faculty and partners call home. Students begin their journey in the program with a business idea, a technological innovation, or a desire to help a community. Advancing through the program, students are placed into teams before receiving research and development support and business plan mentoring. Teams will then branch off into one of two paths: launching a microenterprise or enacting an established business continuity plan. Newly launched microbusinesses provide an economic boost to the region, while continuity plans may include succession or expansion proposals aimed at preserving and enhancing economic vitality. Finally, RISE29 entrepreneurs will receive continued mentoring after graduation to help sustain business success.

## RESEARCH & DEVELOPMENT SUPPORT

ECU and its partners are providing research and development support through a variety of approaches, from student housing programs to financial support. Below is a sampling of the resources provided through RISE29.

- Big Data Analytics and Visualization
- Miller School of Entrepreneurship
- Pirate Entrepreneurship Challenge
- Horizon Living Learning Community
- Multi-Campus Research Labs
- Small Business and Technology Development Center at ECU
- Industry and Community Partner Mentoring
- NSF I-Corps@ECU
- Office of Innovation and New Ventures
- Van and Jennifer Isley Innovation Hub
- Microenterprise Fund

## INTERNS WANTED

RISE29 is accepting applications for summer interns. Applications are accepted on a rolling basis, but preference is given to applications received by April 15. As part of the RISE29 internship, students will:

- Have the opportunity to learn and experience innovation, entrepreneurship and community engagement
- Interact with faculty researchers, university administrators, mentors, and external partners including industry, local government, nonprofit, NGOs, and small businesses across eastern North Carolina
- Conduct industry research, use problem-solving skills, develop cost-effective recommendations, and learn to communicate in a professional manner

The position begins in May and continues through the end of June. Interns will work 30-40 hours per week. Hourly rate is \$10. For more information about this opportunity, contact RISE29 at [rise29@ecu.edu](mailto:rise29@ecu.edu).