NC IDEA
ECOSYSTEM
SUMMIT

Agenda

— 2022 ECOSYSTEM SUMMIT —

Esse quam videri – **TO BE** rather than to seem

DAY ONE
Monday, November 14, 2022

12:30pm – 1:30pm | **Registration and Networking**

1:30pm – 1:40pm | **Welcome to Winston-Salem**
> Allen Joines, Mayor, City of Winston-Salem, NCA

1:40pm – 2:00pm | **Opening Remarks and Introduction**
> Thom Ruhe, CEO and President, NC IDEA Foundation

2:00pm – 2:40pm | **Keynote Speaker**
Introduction by Sara Lawrence, RTI International
> John Lettieri, Co-Founder, President and CEO, Economic Innovation Group (EIG)

2:40pm – 3:30pm | **Featured Panel Session: Black Wall Street Initiatives in North Carolina**
Introduction by Manwell Bynum, Atrium Health
> Moderator: Fay Horwitt, President and CEO, Forward Cities
> Toni Barnes, Associate Director, HUSTLE Winston-Salem

> J Hackett, Founder, Black Wall Street AVL and GRIND
> Henry Rock, Founder and Executive Director, City Startup Labs
> Carl Webb, Co-Founder, Provident1898

3:30pm – 3:45pm | Entrepreneur Spotlight: Fireside Chat
> Jonathan Brereton, Executive Director, Thread Capital
> Bernard Worthy, Co-Founder and CEO, LoanWell

3:45pm – 4:15pm | Networking Break

4:15pm – 5:15pm | Featured Panel Session: Spotlight on Winston-Salem
Introduction by Suzie Koonce, Wells Fargo
> Jill Atherton, Executive Director, Flywheel Foundation
> Felipa Cespedes, Owner, Foto Genic NC
> Margaret Collins, Founding Executive Director, Center for Creative Economy
> Carol Davis, Executive Director, S.G. Atkins Community Development Corporation
> Jenni Earle, Founder and CEO, Jenni Earle
> William Fulton, Owner, The Jugo Bar
> David Kaszycki, Co-Founder and CEO, BEAM Dynamics
> Adam Orsborn, Founder, OrbitalRx
> Stan Parker, President, Winston Starts
> Magalie Yacinthe, Executive Director, HUSTLE Winston-Salem

5:15pm – 8:15pm | Reception and Resource Fair

DAY TWO
Tuesday, November 15, 2022

7:45am – 9:00am | Breakfast and Networking

9:00am – 9:15am | Opening Remarks
> Barry Ryan, Senior Director of Strategic Partnerships, NC IDEA Foundation

9:15am – 9:45am | Keynote Speaker
Introduction by Marlana Bunn, ExtensisHR
> Teryn Zmuda, Chief Research Officer and Chief Economist, National Association of Counties

9:45am – 10:30am | Featured Panel Session: Redefining Best Practices in Economic Development
> Moderator: Krista Covey, President, First Flight Venture Center
> José Alvarez, Vice President, Prospera North Carolina
> Jeffrey Kaplan, Director, Venture Asheville
> Rachael Newberry, Program Director, RIoT
> Heather McWhorter, Director, UNCW Center for Innovation and Entrepreneurship

10:30am – 11:00am | **Networking and Transition to Breakout Sessions**

11:00am – 12:00pm | **Breakout Sessions**

Session 1: Create Your Own Rising Tide: The Story of Winston-Salem's Independent Economy

The story of Winston-Salem in many ways is synonymous with entrepreneurship. The city rose to prominence on the backs of such giants as RJ Reynolds Tobacco, Wachovia Bank, Hanes Hosiery, and Krispy Kreme, amongst other similarly successful businesses. However, following the shakeup of several key companies in the 1980s, Winston's economy found itself moving in the wrong direction. Over the next several decades, efforts to repurpose former factories as hubs for healthcare and entrepreneurship have once again elevated the city with a renewed purpose and vibrant ecosystem. Meet the individuals who have been instrumental in this resurgence.

> Moderator: Steve Lineberger, Former President, Winston Starts and General Partner, WSPR Fund
> Amy Dunlap, Founder and CEO, Stemz
> Don Flow, Chairman and CEO, Flow Automotive Companies
> Eric Kirkendall, M.D., Deputy Director, Wake Forest Center for Healthcare Innovation
> Peter Marsh, Founding Partner, Flywheel
> Red Maxwell, Principal, VAL Ventures

Session 2: Build, Pilot, Scale: Creating Programs from the Ground Up

How do you build a new program from scratch? What determines success and how do you measure its impact on your community? Should you focus your efforts locally, regionally, or statewide? Hear from program organizers across the state discuss building effective partnerships, piloting successful initiatives, and scaling impactful programs for North Carolina's entrepreneurs.

> Moderator: Alyssa Martina, Director, Doherty Center for Creativity, Innovation and Entrepreneurship, Elon University
> Liz Brigham, W. Spencer Mitchem Director of Innovation and Entrepreneurship, The Hurt Hub @ Davidson
> Lisa Hazlett, President, Nussbaum Center for Entrepreneurship
> Randall Johnson, Executive Director, Southeastern Office, NC Biotechnology Center
> David Mayo, Director, Crisp Small Business Resource Center, East Carolina University

Session 3: Strengthening Community Support for Entrepreneurs

Entrepreneurs face more challenges than ever before. Long gone are the days when attracting talent and securing funding were the issues top of mind. Today, supply chain slowdowns, inflation, labor shortages, pandemic concerns, the mental health epidemic, and managing remote workers, all present risks to the bottom line and the health of startups. How can we as an ecosystem become more entrepreneurial in the ways we support those starting and growing a business in this environment? Meet some of the folks who are finding new ways to assist and engage with the entrepreneurs in their communities.

> Moderator: Stephanie Kissel, Co-Founder, Supportedly
> Katrece Boyd, Senior Business Counselor, SBTDC
> Marlana Bunn, Senior Sales Consultant, ExtensisHR

> Jim Roberts, Founder, Network for Entrepreneurs in Wilmington
> Geraud Staton, Executive Director, Helius

Session 4: Funding an Ecosystem

Entrepreneurial Support Organizations are an invaluable resource for our state's innovative startups. Most times, they are asked to do a lot with very little, ironically a familiar issue for those they serve. The impact of ESOs is immeasurable – and helping them is critical to our communities and economy. Learn about the funding sources and initiatives that ESOs can look to in support of their essential work.

> Moderator: Margaret Gifford, Chief Impact Investment Officer and Co-Founder, Abundance Capital
> Rodrick Banks, Vice President, Senior Community Relations Consultant, Wells Fargo
> Marilyn Chism, Director of Programs, The Golden LEAF Foundation
> Charlie Gardner, Program Officer, The Winston-Salem Foundation
> Hillary Sherman, NC Economic Development Representative, U.S. Department of Commerce EDA
> Terik Tidwell, Director of Inclusive Innovation, VentureWell

12:00pm – 1:30pm | Lunch and Keynote Speaker

Special Remarks: State of Innovation in North Carolina
> John Hardin, Executive Director, Office of Science, Technology and Innovation, NC Department of Commerce

Keynote Address
> Greg LeRoy, Executive Director, Good Jobs First

1:30pm – 2:00pm | Networking Break

2:00pm – 2:15pm | Entrepreneur Spotlight: Fireside Chat
> Amy Bastian, Senior Director, NC IDEA Foundation
> Grace Lightner, Co-Founder, Unbox the Dress

2:15pm – 3:00pm | Featured Panel Session: Funding Growth in North Carolina
Introduction by Terik Tidwell, VentureWell
> Moderator: Lebone Moses, CEO, Chisara Ventures
> Keith Daniel, Co-Founder and Managing Director, Resilient Ventures
> Lou Anne Flanders-Stec, Fund Executive, First Launch Capital Fund
> Tim McLoughlin, Partner, Cofounders Capital

3:00pm – 3:20pm | NC Black Entrepreneurship Council Priorities and Entrepreneur Spotlight
> Ray Trapp, Vice President of Strategic Engagement, Research Triangle Foundation
> Abi Olukeye, Founder and CEO, Smart Girls HQ

3:20pm – 4:00pm | Grant Announcements and Closing Remarks

Fall 2022 NC IDEA MICRO Grant Recipient Announcement
> Allen Younger, Senior Director of Programs, NC IDEA Foundation

Fall 2022 NC IDEA SEED Grant Recipient Announcement
> Amy Bastian, Senior Director of Grants, NC IDEA Foundation

Fall 2022 NC IDEA ECOSYSTEM Grant Recipient Announcement
> Ben Redding, Chief Financial Officer, NC IDEA Foundation

Closing Remarks
> Thom Ruhe, CEO and President, NC IDEA Foundation

Questions? Email us at summit@ncidea.org