

## REGIONAL ENTREPRENEUR AND INNOVATION INVESTMENT STRATEGY

The EII report was commissioned by the GO Virginia Region 3 Council to provide an actionable roadmap to strengthen the Southern Virginia economy through entrepreneurship and innovation.

The EII research approach included roundtables and ongoing engagements with:

**40+**

Ecosystem Support Organizations

**46**

Expanding Businesses

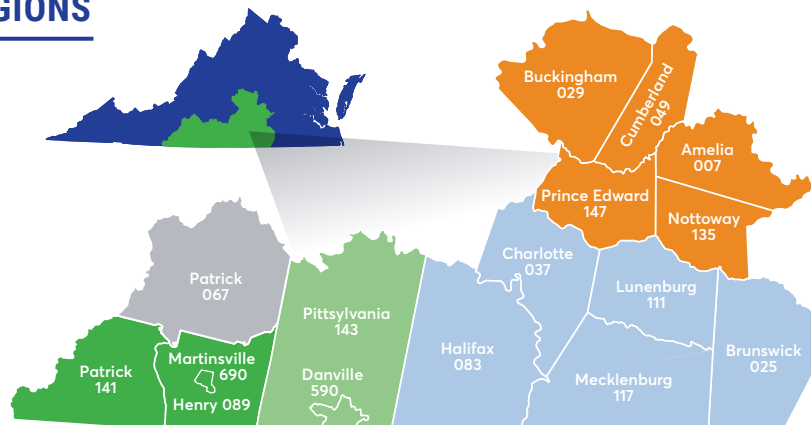
**600**

Coworking and Makerspace Region Residents

## GOVA REGION 3 AND SUB-REGIONS

### GoVA Region 3 Sub-regions

- North
- TechSpark
- Dan River
- West
- West (GOVA R2)



## TRADED SECTOR BUSINESSES IN REGION 3

### Types of businesses identified

Agriculture  
**219**

Manufacturing  
**169**

Healthcare Manufacturing and Suppliers  
**319**

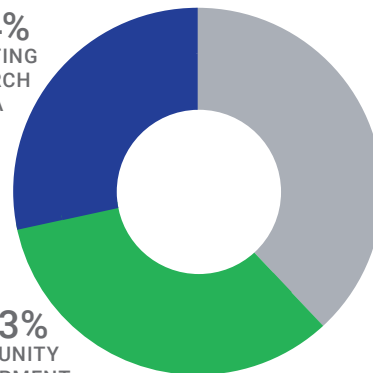
Information Technology  
**380**

### The support businesses say they need

22.4%  
MARKETING RESEARCH DATA

26.3%  
COMMUNITY DEVELOPMENT

30.02%  
WORKFORCE RECRUITMENT & RETENTION



## REGIONAL ASSETS FOR INNOVATION AND ENTREPRENEURSHIP

- 30** Public Libraries
- 9** Higher Education Institutions
- 15** Chambers of Commerce
- 8** Entrepreneur Support Orgs
- 5** SBDC Offices

### Current Services

- Entrepreneurship curriculums & programs
- Entrepreneurship centers
- Associate degrees
- Targeted workforce training
- Consulting services
- R&D resources
- Meeting spaces
- Catering & technology
- Online resources

## EII KEY ASSETS



Map of the Entrepreneurial Ecosystem: a free online resource tool hosted by the SOVA Entrepreneurs Resource Hub



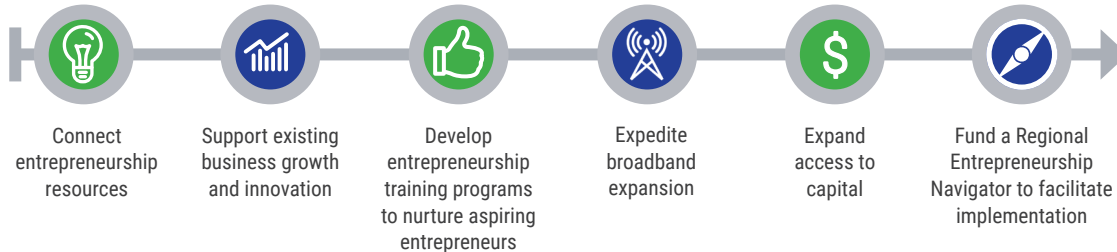
Map of Existing Businesses: a comprehensive searchable database of established businesses in the region and visual maps



Investment Strategy: actionable strategies to guide future investments by the Region 3 Council

## INVESTMENT STRATEGIES

The EII report identified the following six investment opportunities that were adopted by the GOVA Region 3 Council:



The EII report was prepared by the Mid-Atlantic Broadband Communities Corporation and Longwood University's Office of Community and Economic Development.

**About GO Virginia:** GO (Growth and Opportunity) Virginia is a bipartisan, business-led economic development initiative that supports programs to create more high-paying jobs through incentivized collaboration between business, education, and government to diversify and strengthen the economy in every region of the Commonwealth.

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To read the full report, go to: [govirginia3.org/resources/reports/](http://govirginia3.org/resources/reports/)

