

**Empowering South Carolina to Confidently Communicate  
Its Innovation Strengths**

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Throughout 2023, with substantial investment and support from the South Carolina Legislature, the South Carolina Department of Commerce (S.C. Commerce) conducted extensive qualitative and quantitative branding research. To build on decades of economic development success and position the state for long-term competitiveness, S.C. Commerce introduced its new brand, "Launch to Legacy" (L2L), at The Governor's Economic Summit in January 2024.

In a crowded market, S.C. Commerce's L2L campaign focuses on what sets South Carolina apart through three key elements: When you invest in South Carolina, you grow—as a business, as a person and as a community. South Carolina is built for the new economy—people can work where they love. South Carolina is the new home and headquarters of American innovation. The L2L brand reinforces that businesses can start, thrive, and build a lasting legacy in the state.

While S.C. Commerce's L2L brand establishes South Carolina as the ideal destination for business growth and innovation, an opportunity remains to further strengthen this message. Developing tailored outreach and promotional materials will enhance L2L by effectively showcasing South Carolina's innovation ecosystem, ensuring economic developers and other stakeholders can confidently communicate the state's unique assets. Strengthening these components directly aligns with Commerce's strategic goals of growing the advanced energy and life sciences sectors, attracting and developing promising headquarters, including corporate research and development (R&D), and delivering on the promise of S.C. Commerce's new brand.

Other states have demonstrated how effectively marketing innovation assets can translate into increased investment, high-paying jobs, and economic growth. Texas

economic development groups, for example, have successfully positioned the state as a hub for both corporate headquarters and advanced industries. In recent years, companies such as Tesla, Oracle, and Toyota have relocated their headquarters to Texas, drawn by the state's business-friendly environment and strong messaging around innovation, workforce, and infrastructure. These relocations have brought billions in investment and thousands of high-paying jobs, reinforcing the impact of effectively communicating a state's innovation potential.

South Carolina has a history of adapting to economic shifts, from its mid-20th-century textile dominance to its current status as a leader in a diverse set of manufacturing sectors, including automotive, aerospace, and more. Today, manufacturing remains a cornerstone of the state's economy. According to USAFacts, manufacturing contributed over 13% of the state's GDP in 2023 (USAFacts, 2025), and by the end of 2023, nearly 265,000 people were employed in manufacturing jobs across the state (U.S. Bureau of Labor and Statistics, 2025). As the global economy increasingly prioritizes innovation and technology, South Carolina is once again adapting to stay competitive. Companies drive growth and maintain their edge by leveraging innovation to enhance efficiency, develop new products, and enter emerging markets. In response, the South Carolina economic development community, including the Department of Commerce, is positioning the state as a leader in nurturing emerging technologies, R&D, and new product development. Through its strategic framework, Commerce has identified key sectors—life sciences, advanced energy, and headquarters—that offer significant opportunities for economic diversification. These industries rely on robust innovation ecosystems, specialized workforce development, and targeted support to accelerate growth and long-term

competitiveness. To advance this effort, S.C. Commerce—alongside local governments and other economic development stakeholders— must ensure that those promoting the state have not only the right materials and information but that these resources are easily accessible. Doing so will enable them to confidently communicate South Carolina’s innovation assets and highlight not just their availability, but their tangible benefits to both prospective and existing companies.

Regional economic development organizations, including the Upstate Alliance, Charleston Regional Development Alliance, Central Alliance, and cities like Greenville and Charleston, have echoed the need for this strategic pivot. The cities have emphasized the shrinking availability of traditional industrial sites in their region and stress the importance of focusing on recruiting, retaining, and growing corporate/office headquarters, further highlighting the urgency to embrace innovation-driven growth.

Without a clear solution to readily position South Carolina as the ideal destination for innovation-based companies, the consequences could be profound, disrupting the potential for transformative and sustained economic growth. On a micro level, economic developers and others who promote the state will struggle to attract these companies, hampered by inadequate knowledge and relying on messaging that fails to effectively showcase South Carolina’s strengths. Innovative companies, R&D offices, and product development divisions will overlook the state, dismissing it as a viable location for their growth and expansion. On a macro level, local economies will feel the ripple effects by remaining dependent on stable but lower-wage jobs and lacking the economic diversity necessary to withstand future economic challenges. As a result, existing industries will find it harder to innovate locally, losing a competitive edge in the global market, which

could lead to job losses and stunted economic growth. Entrepreneurs and startups, unable to recognize the opportunities within South Carolina, will seek resources and funding elsewhere, draining the state of its best entrepreneurs and startups, thus squandering its potential for homegrown success. In addition, because larger companies often innovate and grow through partnership and acquisition of promising startups, the lack of startups in the state may hinder the growth of established businesses, limiting new opportunities for expansion and economic growth.

While S.C. Commerce and local economic development teams have excelled in recruiting manufacturing, they have less experience engaging with innovation-driven companies, such as those involved with emerging tech, R&D, commercialization, and venture capital. This has led to a noticeable gap in understanding what these companies value and how to effectively communicate South Carolina's strengths as a leader in innovation. For example, during a discussion with a global leader in semiconductor technology, one developer struggled to access and communicate key information about South Carolina's assets that could meet the company's needs. This highlights a broader gap in the knowledge and resources available to economic developers when working with innovation-driven companies. Additionally, in a recent discussion with the South Carolina Research Authority (SCRA), the Upstate Alliance anecdotally shared their own challenges with communicating innovation in South Carolina and emphasized the need for easily accessible marketing materials, talking points, and other resources to confidently and effectively promote the state.

**Data Collection:**

To address the state's marketing challenges related to innovation, it was essential to gather accurate and actionable data to confirm that a problem exists, identify who is affected, and understand their specific needs and what would be most valuable to them. A multi-faceted data collection approach was implemented to ensure the capture of comprehensive insights.

The process started with several one-on-one conversations with key stakeholders who directly engage with both prospective and existing companies in innovation, from startups to well-established businesses. These early conversations helped identify critical challenges, information gaps, and real-world insights into the opportunities and barriers in communicating the state's innovation ecosystem. A key takeaway was that while some information existed, it was often difficult to access or compile efficiently. As a result, it became clear that surveys needed to be developed and deployed to gather broader, more comprehensive data.

Two Teams-based surveys were conducted, each targeting somewhat different audiences. The first survey was sent to ecosystem development stakeholders including local and state economic developers, marketers, trade and membership organizations, and entities focused on innovation, such as quasi-governmental organizations.

Collectively, this group of stakeholders are referred to as Innovation and Ecosystem Development Stakeholders (IED Stakeholders). A second and equally important survey was focused on capturing feedback from industry representatives to understand their priorities and the types of information they value most when doing business and engaging with IED Stakeholders. This group, referred to as Innovation and Entrepreneurship

Companies (IE Companies), provided perspectives on how the state's innovation assets and resources are leveraged and perceived by businesses.

The surveys focused on identifying the tools, messaging, and resources required to effectively communicate South Carolina's innovation strengths. Survey responses were collected to identify areas where communication and outreach efforts could be strengthened, ensuring South Carolina's innovation ecosystem is effectively presented to attract and retain innovation-driven companies and align with the state's strategic growth objectives.

This mixed-methods approach, combining direct engagement and survey data from multiple audiences, was chosen to ensure a well-rounded understanding of the challenges and to consider solutions that are practical, informed, and widely applicable. Ideally, data collection would have also included researching and surveying companies that engaged with IED stakeholders but ultimately decided not to relocate or remain in South Carolina, as well as gathering insights from companies familiar with South Carolina but chose not to engage at all. However, due to the extensive nature of the additional research and the complexities involved in surveying these companies, expanding the data collection and analysis was not feasible within the scope of this project. Future efforts should consider exploring this area to gain a deeper understanding of the factors influencing location decisions, particularly for innovation-based companies.

Appendices A and B include raw data and data visualizations of the IED Stakeholders and IE Companies surveys, respectively.

**Data Analysis:**

## **Key finding from IED Stakeholder Survey and 1:1 Conversations**

Approximately 15 one-on-one conversations were conducted with IED Stakeholders, and 105 survey invitations were sent to a broader group of IED Stakeholders. Survey invitations encouraged sharing with others in the ecosystem, making the total reach difficult to determine. There was some overlap between the participants in the one-on-one conversations and survey respondents, but the survey provided a more comprehensive set of responses. Of the 47 respondents who provided organizational or job title details, 72% were from economic development organizations, 7% from higher education, 12% from non-profits, support, and trade organizations, and 9% from other entity types. While the survey gathered responses from a diverse cross-section of individuals across various sectors, including some highly regarded leaders in South Carolina's economic development, higher education, and innovation communities, greater participation, particularly from S.C. Commerce employees, would have been valuable. That said, even if S.C. Commerce staff may feel confident and well-equipped to engage with innovation-based companies, this survey was designed to uncover the broader needs of economic development stakeholders across the state.

The survey and conversations revealed many key insights. The primary challenges in positioning South Carolina as an ideal location for innovation-based companies include combating the perception that the state is primarily focused on manufacturing rather than innovation. Many stakeholders pointed out that South Carolina lacks the same level of recognition as established innovation hubs like the Research Triangle in North Carolina, making it harder to attract R&D-driven companies. Additionally, the state's resources and incentives for innovation-focused businesses are often fragmented and not widely

understood, which can make it difficult to convey a cohesive value proposition. There is also a need for improved marketing, better communication of available resources and tools to highlight South Carolina's unique advantages in fostering innovation. Overall, these findings highlight the need for accessible marketing materials that provide up-to-date information on local assets, showcase the state's collaborative strengths, and offer data demonstrating South Carolina's competitive advantages.

77% of respondents indicated that marketing assets are highly valuable, and the data uncovered a noted lack of confidence in promoting the state's innovation ecosystem, reflected in the 3.29 average rating for confidence in conveying South Carolina's strengths. This suggests stakeholders may need additional support and resources to feel more equipped in their messaging; however, further research may be beneficial to better understand the specific barriers to confidence. Nearly half of the respondents (43%) expressed a lack of confidence in crafting a compelling "Why South Carolina" or "Why Your Region" message for innovation and R&D-focused companies. Additionally, 45% of respondents reported difficulty accessing resources to help create effective marketing materials. IED Stakeholder indicated the most valuable content would include information on South Carolina's available assets (such as research centers and prototyping facilities), visual assets like infographics and maps, and specific growth statistics for key industries, with a strong emphasis on access to capital, business-friendly policies, and collaboration with research institutions.

### **Key finding from IE Companies Survey**

The Innovation Ecosystem Engagement Survey was distributed to 35 IE Companies, with a request for referrals to broaden participation. A total of 13 responses were received.

While this represents a modest response rate, the survey was intentionally targeted to a select group of companies with established relationships to ensure meaningful engagement and respect the time of business leaders. Respondents were diverse, ranging from life science and energy companies to pure technology firms (no manufacturing) to hybrid manufacturing and R&D companies. 62% of those who replied were the CEO or Founder and another 23% were Director/Management level at their firms.

Insights offer valuable perspectives on how IE Companies engage with and perceive South Carolina's innovation resources. One key finding is that the majority of respondents (84%) engage with South Carolina's innovation ecosystem at least once a month, yet 92% responded they feel they know South Carolina's innovation resources only somewhat well. Only one respondent felt they knew the state's innovation resources very well. In terms of the specific resources stakeholders have engaged with, the South Carolina Research Authority (SCRA) was the most utilized resource, with all but one respondent noting their involvement. Other resources such as incubators/accelerators and venture capital firms were mentioned but less frequently.

When asked about the top factors in business expansion decisions, the two most common responses were business-friendly policies and access to capital. Other factors, such as access to a skilled workforce, innovation resources, and connectivity to key markets, were also frequently cited. This highlights the importance of showcasing South Carolina's strengths in these areas when attracting innovation-driven companies.

Regarding how South Carolina can further distinguish itself as an innovation hub, respondents said using specific examples of incentives and support programs, overviews

of research and innovation assets, and displaying success stories of companies thriving in the state. Additionally, when asked, 'What would make you confident that South Carolina understands your business needs?' 77% of survey participants indicated that clear and detailed explanations of resources and incentives would provide that confidence.

Taken together, the insights from the surveys and conversations reveal key trends and gaps that offer actionable opportunities for strengthening South Carolina's position as a hub for innovation. The primary challenges identified include South Carolina's perceived focus on manufacturing rather than innovation, fragmented resources, and a lack of clear marketing materials that effectively convey the state's strengths. These gaps are compounded by the fact that stakeholders in economic development and related sectors often feel ill-equipped to confidently promote the state's innovation ecosystem. The need for accessible, data-driven content, such as detailed information on available assets and a cohesive value proposition, is critical. To address these challenges, it will be necessary to develop targeted tools, including resource hubs and training programs, to enhance stakeholder confidence in articulating the state's innovation advantages, refine messaging strategies, and communicate a unified value proposition that aligns with South Carolina's unique strengths.

### **Implementation Planning**

Building on the insights from the data collection and analysis and alongside S.C. Commerce's new tagline "Launch to Legacy" and its promise to position South Carolina as the new home for American innovation, the strategic direction is clear: South Carolina must be able to effectively communicate its innovation-driven economy and highlight the

unique value proposition of doing business here compared to other states. Based on these findings, a modular, plug-and-play toolkit should be developed by S.C. Commerce's Innovation team in collaboration with Commerce's Global Business Development (GBD) and Marketing teams. Before moving into implementation, stakeholders will be reengaged to review the initial research findings. Note that these stakeholders will also be consulted at key stages to continually validate content, provide input on usability, and ensure alignment with regional and local priorities. In addition, as with all cross-divisional initiatives, this project will follow S.C. Commerce's Project Portfolio Management (PPM) system. Any project utilizing resources across divisions must be vetted by leadership and undergo the established approval process to ensure alignment with organizational priorities and resource availability. Further, the PPM process requires ongoing and consistent input from all appropriate S.C. Commerce Divisions during implementation and launch.

This toolkit would serve as a centralized, online resource accessible to all relevant stakeholders, including S.C. Commerce staff, regional development organizations, and local economic development teams. This would not be a publicly available resource map, but a specialized tool designed for internal and stakeholder use.

The toolkit should be tailored to address the specific gaps identified in the research, particularly around knowledge dissemination, messaging clarity, the presentation of compelling data, and building confidence in communication. Designed with a user-friendly, filterable format, it would enable stakeholders to quickly generate customized materials, PowerPoints, talking points, detailed emails, etc., that effectively convey South

Carolina's strengths in innovation, technology, and business development, ensuring that all regions can present a unified, compelling case for the state's innovation potential.

**Phase 1: Development and Launch (Cost: \$90,000-\$195,000.\* Total Time from Planning to Training: 12-15 months.)**

- **Action Steps:** Develop simple filterable platform.
- **Planning & Development:** Issue an RFP. Engage in discovery and scoping to better understand the needs of stakeholders. Create the basic online format of the toolkit. Curate content and design the content architecture, including filterability based on key factors such as type of company, expressed and anticipated needs, strategic vision, and goals for being in South Carolina. (9 months. 2 months for RFP process.)
- **Launch:** Roll out the toolkit and ensure accessibility to all stakeholders.
- **Promotion and Training:** Implement a targeted marketing and outreach strategy to promote the toolkit, being very careful to focus on just the target audience. This is not a marketing site like [www.sccommerce.com](http://www.sccommerce.com). Provide training and resources to stakeholders on how to use the toolkit effectively, ensuring they can customize materials for specific target audiences and needs. (3-6 months. If training is facilitated by Commerce Innovation and marketing is developed by Commerce Innovation (in collaboration with Commerce Marketing), then top-end costs come down closer to \$120K. \$195K includes a third party managing a go-to-market activation, implementing a learning management system and all marketing materials.)

**Phase 2: Integration of Artificial Intelligence (AI) and Machine Learning (ML) for Enhanced Functionality (Cost: \$105,000-240,000.\* Total Time from Planning to Training: approximately 18 months.)**

- **Action Steps:** Phase 2 is the integrate of AI and ML to enhance the toolkit's management and functionality, making it more responsive and intuitive. AI can help by analyzing user interactions, improving content recommendations, and adapting the toolkit based on emerging needs and trends in South Carolina's innovation ecosystem. ML could be used to improve content delivery by learning from past user interactions.
- **Discovery and Scoping:** Reassess the user experience and toolkit effectiveness. Identify key areas where AI/ML integration can improve the toolkit, such as predictive analytics, content personalization, and automation of routine tasks.
- **Planning:** Develop a detailed plan for integrating appropriate AI/ML, with clear goals for real-time content updates, intelligent resource matching, and personalized user experiences. (approximately 12 months for Discovery, Scoping and Planning)
- **Launch:** Roll out the enhanced toolkit, incorporating AI and ML features.
- **Promotion and Training:** Provide ongoing training to stakeholders on the new AI/ML capabilities. Promote these features to the user base to enhance user adoption and maximize utility. (Approximately 3-6 months. If training is facilitated by Commerce Innovation and marketing is developed by Commerce Innovation (in collaboration with Commerce Marketing), then top-end costs come down closer to

\$195K. \$240K includes a third party managing a go-to-market activation, implementing a learning management system and all marketing materials.)

**Phase 1 & 2:** \$195K - \$435K over 12 to 33 months

\* Estimated cost ranges were developed by a company that has extensive experience building, launching and maintaining these kinds of platforms. Actual costs depend on the work performed by the hired third party, including the complexity of the required programming logic. Full scoping is required. Budget dollars would come out of the S.C. Commerce Innovation budget.

### **Evaluation Method**

Evaluation will be carried out in both Phase 1 and 2 and will include a robust process designed to assess the effectiveness of the toolkit, its adoption, and its ability to meet the needs of stakeholders. Data collected will be analyzed in relation to the development and maintenance costs to determine the tool's ROI.

### **Key Performance Indicators (KPIs):**

- Usage Rates & Engagement: Track the frequency and depth of interactions with the toolkit, including the adoption of AI-driven features such as personalized content and intelligent resource matching.
- User Satisfaction: Gather feedback through surveys and Net Promoter Score (NPS) to assess overall satisfaction with the toolkit and its content, including effectiveness for positively affecting confidence levels.
- Content Utility: Measure how well AI is providing relevant and useful content to users based on their preferences and needs.

### **Data Collection Methods:**

- Surveys: Distribute user satisfaction surveys after toolkit interactions to assess the platform's value and gather insights on potential improvements. (Implemented one month and seven months after launch of each phase, though site analytics may indicate an alternate survey schedule is necessary.)
- Site Analytics: Monitor usage patterns via website analytics to track user traffic, content engagement, and abandonment metrics, which indicate where users lose interest or encounter issues and leave the site.
- Feedback Loops: Implement a continuous feedback mechanism where users can submit suggestions for improvement or report issues directly within the toolkit.

### **Assessment**

- Site analytics to be pulled and evaluated monthly. More comprehensive summary reports with recommendations to be developed every 6 months and after each survey.

### **Summary and Recommendation**

South Carolina is at a pivotal moment in its economic development strategy, with a unique opportunity to build on its strong foundation in manufacturing and industrial recruitment. By enhancing how the state communicates its strengths in innovation, R&D, and emerging technologies, South Carolina can further position itself as a top destination for innovation-driven companies. Strengthening this narrative will not only attract and retain high-growth businesses but also drive economic diversification and unlock new avenues for future growth.

Key findings highlight that South Carolina is perceived primarily as a manufacturing hub, with fragmented information on innovation resources, a lack of confidence among

economic developers and stakeholders in promoting the state's innovation strengths, and a need for improved communication materials.

To address these challenges, the recommendation is for South Carolina to develop a comprehensive, user-friendly toolkit tailored to improve the sharing of information, messaging clarity, and communication confidence. This toolkit will empower economic developers and stakeholders to effectively promote the state's innovation strengths, ensuring a consistent and compelling narrative that resonates across regions and attracts high-growth companies.

# Appendix A

Job Title	Location	How often do you interact with innovation-based companies or companies with innovation-based R&D?	Which events/resources, activities and/or South Carolina-based companies/organizations you are engaged with in the past? (Check all that apply)	How often do you engage with early researchers, entrepreneurs, startups, etc. associated with South Carolina's innovation ecosystem, such as those listed in the above question?	How comfortable and confident are you in creating a business plan for your own or your organization's R&D? (1 star = not at all comfortable; 5 star = very comfortable)	How easy is it for you to find South Carolina-based companies/organizations to help you with your R&D? (1 star = not at all easy; 5 star = very easy)	What are your main challenges in describing South Carolina as an ideal location for innovation-based companies or those you are not in the research effort? What does that mean?	How valuable would a toolkit like the one described in this survey be for supporting your work with innovation-based companies and R&D-focused companies? (Select all that apply)	Which types of information would be helpful in a toolkit for defining your own communication materials? Are there any other specific features of content that would maximize the value for you or your organization?	Additional comments
Economic Development Coordinator	Columbia, SC	4-5 Times a Year	South Carolina Research Authority (SCRA)-Research Assets & Opportunities With SC's Colleges and Universities (EC sponsored research, SC Entrepreneur USA, Technology Training w/ SC's colleges, etc.) Authority (SCRA)-Incubator/Accelerator/Entrepreneur Support Organization (EC-Resident) The Harbor Bay Innovation Center, etc.) Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts (Ex. VentureSouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vintility Capital, etc.) (Research Assets & Opportunities With SC's Colleges and Universities (Entrepreneur USA, Technology Training w/ tech transfer offices, etc.) Other Research and Opportunities (Ex. SPHAR/SIR/STTR support, Southeastern	3	3	3	Somewhat valuable, and I might use it occasionally	Somewhat valuable, and I might use it occasionally	Visual assets (e.g. infographics, maps)/Available SC assets and centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc./Workforce statistics related to STEM-specific industry growth and innovation statistics.	Since my response to this was fairly negative, I'd like to elaborate. I don't know if/how I would use the resource. I know that I'm abnormal because I believe that I have access to many of the resources that would go into such a toolkit. However, I don't have access to proprietary databases (PitchSnap, PitchBook, etc.). So, if it complemented what I have, and was at my fingertips, that would be awesome. I believe that it's critical that we tell our success stories and having more details about those successes, like "the DenStream mafia" in GVA, and the Blackboard story in CHE, or the insurance work in making this info more accessible and easier for folks to use.
Managing partner	Greenville	Multiple Times a Month	South Carolina Research Authority (SCRA)-Research Assets & Opportunities With SC's Colleges and Universities (Ex. Entrepreneur USA, Technology Training w/ tech transfer offices, etc.) Other Research and Opportunities (Ex. SPHAR/SIR/STTR support, Southeastern	3	3	3	For me, the biggest challenge is the inherent dynamic environment of resources (programs, organizations, etc.) across the state ecosystem. So, staying up to date on those resources beyond the "extreme supranational talking point" requires constant effort. I.e. how is the harbor going these days? or how is the ecosystem doing? So, the natural reaction is to focus on the most established resources such as the EC, etc. But they aren't designed (or incentivized) to easily engage with innovation-based companies.	Somewhat valuable, and I might use it occasionally	Case studies and success stories appropriate for target audience/Visual assets (e.g. infographics, maps)/Workforce statistics related to STEM.	I believe that it's critical that we tell our success stories and having more details about those successes, like "the DenStream mafia" in GVA, and the Blackboard story in CHE, or the insurance work in making this info more accessible and easier for folks to use.
Director, Carolina Institute for Battery Innovation and Professor of Chemical Engineering	Columbia, SC	Multiple Times a Month	South Carolina Research Authority (SCRA)-Research Assets & Opportunities With SC's Colleges and Universities (Ex. Entrepreneur USA, Technology Training w/ tech transfer offices, etc.) Other Research and Opportunities (Ex. SPHAR/SIR/STTR support, Southeastern Institute of Manufacturing and Technology-SMIT, wet lab space such as West Edge or Main Street Lab, The Applied Research Center (ARC), etc.)	4	4	4	That there are not a lot of examples where we house full R&D. It is very easy to sell companies on manufacturing and low-to-medium-doll jobs. But the engineering/semi-conductor jobs are difficult.	Somewhat valuable, and I might use it occasionally	Case studies and success stories appropriate for target audience/Available SC assets and centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc./Visual assets (e.g. infographics, maps)/Other.	It would be very helpful to have a broader definition of the toolkit. What features will be, the interface, etc. Hard to be a browser question. I'd without more detail. In theory, it universities and industry are sources great, but the actual collaborating interactions around core/industry is important.

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D? (Innovation-based companies or companies with a strong focus on R&D include tech startups, ...)	How often do you engage with experts/resources, entities and opportunities associated with South Carolina's innovation ecosystem, engaged with in the past; such as those listed in the above question? (1 star = not at all com...)	How confident are you in creating a compelling "Why South Carolina" or "Why low region" message for innovation-savvy and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (labing points, presentations, emils, etc.) effectively describing and explaining South Carolina with a strong focus on R&D to innovation-based ...	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
VP Economic Development and Dean	University of South Carolina	Multiple Times a Month	Multiple Times a Month	3 Very Confident	Extremely Easy	When positioning South Carolina as an innovation hub to attract companies, there are several key challenges to address to present a compelling case: perception of South Carolina including quality of life (this could easily be an asset when we get folks to visit) infrastructure, and competing with states that have larger hubs. <a href="http://www.usc.edu/economic-development">www.usc.edu/economic-development</a>	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) Visual assets (e.g., infographics, maps); Funding resources (e.g., risk and traditional capital programs and providers, such as SSBOL, SC Launch, as well grants and vouchers for research) ;Glossary of terms; Workforce statistics related to STEM; Carolina.	The list above captures those things I would find useful in phasing South Carolina.	
Research & Marketing Manager	Greenville, SC	Multiple Times a Month	Multiple Times a Month	4 Somewhat Confident	Somewhat Difficult	entire state does not seem to live in a single place. Additionally, there are not consistent definitions of innovation. Crucially, as an economic developer, a lot of the Department of Commerce incentive packages are based on CapX & Job Creation. I may connect with a small tech start-up with an amazing idea that plans to staff up, but because they're launching small and not making major capital investments or hiring lots of new folks in the beginning, it seems like we don't have state tools to incentivize them to come here. If these guys marketed well, we're focusing on developing incentives at the local and county level to address these kinds of projects. I also think communicating that SC would use it frequently	Some sort of directory or network where we could plug in start-ups / entrepreneurs would be excellent - I can cite peer reviewed research studies that show that density is a major driver of innovation - we need more people in the ecosystem and they need to be able to bounce ideas off each other and come up with even better ideas in collaboration.			

How often do you interact with innovation-based companies or startups with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply.)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (writing, presentations, emails, etc.) effectively describing and explaining South Carolina with a strong focus on R&D to innovation-based...	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those based on R&D to establish and grow?	How valuable would a toolkit like the one described in this survey be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit to creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
Multiple Times a Month	<p>Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply.)</p> <p>Authority            (SCHA) Incubator/Accelerator/Entrepreneur Support Organization            (Ex: NextGEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.)            Venture Capital Firms, Angel Investment Groups, and Other Entities            Involved w/ Risk Capital Efforts (Ex: Venturesouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vicinity Capital, etc.)            Research Assets &amp; Opportunities: With SC's Colleges and Universities            (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.)            Other Research and Testing Assets &amp; Opportunities (Ex: Phase-SEIR/STTR support, Southeastern</p>	3	Very Confident	Extremely Easy	Somewhat valuable, and I might use it occasionally	Specific industry growth and innovation statistics; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual maps; Funding resources (e.g. risk and traditional capital programs and providers such as SSECI, SC Launch, as well as grants and vouchers for research); "Storify" or terms; Workforce statistics related to STEM.	Goals, ODI, metrics, specific targeted market segments, current and planned, and a roadmap of the ecosystem (policy, market, human capital, infrastructure, finance, ODI)	
Multiple Times a Month	<p>South Carolina Research Authority            (SCHA) Incubator/Accelerator/Entrepreneur Support Organization            (Ex: NextGEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.)            Venture Capital Firms, Angel Investment Groups, and Other Entities            Involved w/ Risk Capital Efforts (Ex: Venturesouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vicinity Capital, etc.)            Other Research and Testing Assets &amp; Opportunities (Ex: Phase-SEIR/STTR support, Southeastern Institute of Manufacturing and Technology (SMT), wet lab space such as West Edge or Main Street Labs, the Applied Research Center (ARC), etc.)            SDC</p>	3	Somewhat Confident	Somewhat Difficult	Very valuable, and I would likely use it	Specific industry growth and innovation statistics; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual maps; Glossary of terms; Workforce statistics related to STEM; Other: Case studies and success stories appropriate for target audience; Funding resources (e.g. risk and traditional capital programs and providers, such as SSECI, SC Launch, as well as grants and vouchers for research);	Understanding the federal opportunities as well: ED, Treasury, Military, etc.	

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D? (Innovation-based companies or companies with a strong focus on R&D include tech startups,....	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply):	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, innovation ecosystem, R&D-focused above question? (1 star = not at all com... companies?	How easy is it for you to find and access resources to help create materials (asking points, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based ... to establish and grow?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
N/A	SC	Multiple Times a Month	Multiple Times a Month	3 Neutral	Somewhat Difficult	Language and terminology	Very valuable, and I would likely use it	Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) (Visual assets) (e.g. infographics, maps) Funding resources (e.g. not and traditional capital programs and providers, such as SSEC, SC Launch, as well as grants and vouchers for research.)	A centralized hub	
CEO	Hampton	4-5 Times a Year	4-5 Times a Year	4 Very Confident	Somewhat Easy	Workforce	Very valuable, and I would likely use it	Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) (Visual assets) (e.g. infographics, maps) Funding resources (e.g. not and traditional capital programs and providers, such as SSEC, SC Launch, as well as grants and vouchers for research.)	No	

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply.)	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the above question? (1 star = not at all com- pany; 5 stars = all the time)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (pitch decks, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based companies?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments	
Executive Director	Beaufort, SC	Multiple Times a Month	<p>(Check all that apply.)</p> <p>Authority</p> <p>[CDA] Incubator/Accelerator/Entrepreneur Support Organization (Ex: NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.) Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts (Ex: VentureSouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vindily Capital, etc.) Research Assets &amp; Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.) Other Research and Testing Assets &amp; Opportunities (Ex: 3Phase-2BR/JTTR</p>	About Once a Month	3	Somewhat Confident	Somewhat Easy	Extremely valuable, and I would use it frequently	Understanding and communicating how various resources can be accessed by companies from our "nearby in Georgia" region.	Very valuable, and I would likely use it.	Main challenges would be the electricity.	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g. infographics, maps); Funding resources (e.g. risk and traditional capital programs and providers, such as SBDC, SC Launch, as well grants and vouchers for research); Glossary of terms; Workforce statistics related to STEM; Educational and workforce programs
President & CEO	Horry County	Multiple Times a Month	<p>Incubators/Accelerators/Entrepreneur Support Organization (Ex: NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.);</p>	About Once a Year	3	Somewhat Confident	Somewhat Difficult	Very valuable, and I would likely use it.	Very valuable, and I would likely use it.	More information on skills and other similar companies throughout the state.		

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, assets and opportunities? (1 star = not at all comfortable; 5 star = not at all confident)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (basing points, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based... to establish and grow?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D to innovation-based... to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
Economic Development Officer	Mount Pleasant/Charleston	Multiple Times a Month	5 Very Confident	Very Confident	Very Difficult	I think we are still thought of as a "manufacturing first" state. I think part of the launch to legacy should be a very robust messaging and marketing pitch outside our borders to attract innovators and entrepreneurs. I get economic development ALL the time that are intended to attract these innovators.	Very valuable, and I would likely use it frequently	Specific industry growth and innovation statistics/visual assets (e.g. infographics, maps)/available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.)/Workforce statistics related to STEM/Funding resources (e.g. risk and traditional capital programs and providers, such as SBCI, SC Launch, as well grants and vouchers for research) ;	I think highlighting our research institutions AND all the great tech training (e.g. coding) that is happening in the major urban areas in our state would be great.	
Economic Development Specialist	Beaufort County	About Once a Year	4 Very Confident	Sometimes/Every	Very Difficult	Specialized/trained workforce availability and electric power capacity.	Very valuable, and I would likely use it	Innovation statistics/Case studies and success stories appropriate for target audience ;Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.)/Visual assets (e.g. infographics, maps)/Funding resources (e.g. risk and traditional capital programs and providers, such as SBCI, SC Launch, as well grants and vouchers for research) ;	None	None

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (alking points, presentations, email, etc.) effectively describing and explaining South Carolina with a strong focus on R&D to innovation-based ...	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? [Select all that...]	Additional comments
		Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Checks all that apply.)	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, assets and opportunities? (1 star = not at all com...)	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the above question?				
		South Carolina Research Authority (SCRA) Incubators/Accelerators/Entrepreneur Support Organization (Ex: NextSEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.) Research Assets & Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.) Other Research and Testing Assets & Opportunities (Ex: Phase-2B/R&D/STTR support, Southeastern Institute of Manufacturing and Technology) SMT, wet lab space such as West Edge or Main Street Labs, the Applied Research Center (ARC), etc.;	3 Neutral	4-5 Times a Year	Not understanding fully all the resources and groups here that could make a positive impact.	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience ;Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g., infographics, maps); Funding resources (e.g., risk map); Funding programs and traditional capital programs and providers, such as SBEC, SC Launch, as well grants and vouchers for research ; Glossary of terms; Workforce statistics related to STEM;	Cannot think of any, but all of the above checked boxes would make a huge difference
Director of Economic Development	Columbia, SC	South Carolina Research Authority (SCRA) Incubators/Accelerators/Entrepreneur Support Organization (Ex: NextSEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.) Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts (Ex: VentureSouth, InvestSC, Good Growth Capital, Charleston Angel Partners, Vidity Capital, etc.);	3 Somewhat Confident	Somewhat Difficult	No challenges necessarily describing SC as an ideal location, other than NC and GA offer more (I think). My challenge is why Myrtle Beach over a Charleston, Columbia, Greenville etc.	Very valuable, and I would likely use it	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience ;Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g., infographics, maps); Funding resources (e.g., risk map); Funding programs and traditional capital programs and providers, such as SBEC, SC Launch, as well grants and vouchers for research ; Glossary of terms; Workforce statistics related to STEM;	Nothing comes to mind.
	City of Myrtle Beach	Multiple Times a Month	Multiple Times a Month	Multiple Times a Month				This is a good idea. Especially for cities that are in the earlier stages of building a tech ecosystem. Thanks.

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the past above question? (Check all that apply.)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (such as points, presentations, emails, etc.) effectively describing and explaining South Carolina with a strong focus on R&D to innovation-based companies?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
Dean of Molnar College of Engineering & Computing, USC	Columbia	Multiple Times a Month	South Carolina Research Authority (SCRA) (Incubator/Accelerator) Entrepreneur Center (EC-NextGEN, The Harbor Entrepreneur Center, etc.) Research Assets & Opportunities With SC's Colleges and Universities (EC- sponsored research, SC Fraunhofer USA, etc.) Sponsored research technology (icensing w/ tech transfer offices, etc.) SRNL	3 Very Confident	Neutral	Some of the main impediments are not research and innovation support, or even STEM workforce. The reason there is a shortage of STEM workforce has to do with the quality of schools and resources for the families of these researchers and developers whom we are trying to locate in SC. One of the ways urban areas, rural and small towns are trying to attract people is through incentives. Most of the incentives would have young families. The recent increase in teacher pay has definitely been huge in the right direction, but we have some ways to go compared with NC and GA.	Somewhat valuable, and I might use it occasionally	Specific industry growth and innovation statistics; Available SC centers/institutes at SC colleges and universities; wet lab space; prototyping facilities, etc.; Visual maps; Funding resources (e.g. risk maps); Funding resources (e.g. risk maps); Traditional capital programs and providers, such as SBCO, SC Launch, as well as grants and vouchers for research	Thank you for the opportunity to participate. My interaction with the companies is mainly for research and innovation. But I also work closely with companies in the region. When providing statistics, we should have the data also for the regional competition to both inform us and to also be able to answer the question of "how do these stats compare with those of other states in the region?"	
President and CEO	Allen, SC	4-5 Times a Year	South Carolina Research Authority (SCRA) Research Assets & Opportunities With SC's Colleges and Universities (EC- sponsored research, SC Fraunhofer USA, etc.) SRNL; tech transfer offices.	3 Neutral	Somewhat Easy	Understanding the SC based VC resources	Very valuable, and I would likely use it	Specific industry growth and innovation statistics; Case studies for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual maps; Funding resources (e.g. risk maps); Traditional capital programs and providers, such as SBCO, SC Launch, as well as grants and vouchers for research	no n/a	
	Summerville, SC	Rarely	South Carolina Research Authority (SCRA) (Incubator/Accelerator) Entrepreneur Support Organization (EC-NextGEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.)	1 Not Confident at All	Somewhat Difficult	I am just not very knowledgeable.	Somewhat valuable, and I might use it occasionally	Specific industry growth and innovation statistics; Case studies for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual maps; Funding resources (e.g. risk maps); Traditional capital programs and providers, such as SBCO, SC Launch, as well as grants and vouchers for research	not that I can think of.	

Job Title	Location	How often do you interact with innovation-based startups or companies with a strong emphasis on R&D? (Innovation-based companies or companies with a strong focus on R&D include tech startups, ...)	Which assets/resources, services and/or facilities available in South Carolina? Innovation-based companies you interact with in the past? (Check all that apply.)	How comfortable and confident are you in creating a company with South Carolina? Why? (e.g., "strong regional support," "South Carolina's innovation ecosystem," "South Carolina's innovation ecosystem," etc.)	How easy is it for you to find and access resources to help you start your business? (e.g., "South Carolina's innovation ecosystem," "South Carolina's innovation ecosystem," etc.)	What are your main challenges in describing South Carolina as a local location for your work with innovation-based companies? (Check all that...)	How valuable would a local hub like the one described in this survey be for your company? (e.g., "I would like to see more work with innovation-based companies," "I would like to see more work with innovation-based companies," etc.)	Which types of information would be helpful in an online search for starting your own communication with innovation-based companies? (Check all that...)	Are there any other specific features or assets that would maximize the total value for you or your organization?	Additional comments
El Manager	Rock Hill, SC	Rarely	Other Research and Testing Assets & Opportunities [E.g. Phase-SEIR/STTR support, Southeastern Institute of Manufacturing and Technology-SMIT, wet lab space such as West Edge or Main Street Labs, the Applied Research Center (ARC), etc.] Incubators/Accelerators/Entrepreneur Support Organizations [E.g. NextBEN, The Harbor, etc.] Venture Capital [E.g. Venture Capital, etc.] Angel Investment Groups, and Other Entities Involved w/ Risk Capital [E.g. VentureSouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Velocity Capital, etc.];	2 Neutral	Neutral	Not Valuable at all	Other:	Case studies and success stories appropriate for target audience. Available SC assets and resources [Research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.] (Visual assets [e.g. infographics, maps]) Specific industry growth and innovation statistics/Funding resources [e.g. risk and traditional capital programs and providers, such as SBEI, SC Launch, as well grants and vouchers for research.] -Workforce statistics related to STEM;	My job is to... I'm just too old school. Something like this might be helpful for those that are assigned as the SME's in this arena - for the masses and those further out from the core - this might become just one more expensive forgotten "link" - not while it's new and promoted then fade....	
Knowledge Park Development Manager	Rock Hill, SC	4-5 Times a Year	South Carolina Research Authority (SCRA) Incubators/Accelerators/Entrepreneur Support Organization [E.g. NextBEN, The Harbor, etc.] Innovation Center, Boyd Innovation Center, etc.];	2 Neutral	Neutral	Not Valuable at all	Other:	Case studies and success stories appropriate for target audience. Available SC assets and resources [Research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.] (Visual assets [e.g. infographics, maps]) Specific industry growth and innovation statistics/Funding resources [e.g. risk and traditional capital programs and providers, such as SBEI, SC Launch, as well grants and vouchers for research.] -Workforce statistics related to STEM;	My job is to... I'm just too old school. Something like this might be helpful for those that are assigned as the SME's in this arena - for the masses and those further out from the core - this might become just one more expensive forgotten "link" - not while it's new and promoted then fade....	



Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem? (such as those listed in the above question)	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's progress for innovation ecosystem, innovation ecosystem's needs and opportunities? (4 star = not at all comfortable; 1 star = not at all confident)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for investors?	What are your main challenges when describing South Carolina as an ideal location for investors?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with investors?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven companies?	Are there any other specific features or content that would make the toolkit's value for you or your organization?	Additional comments
Executive Director	MT Pleasant, SC	Multiple Times a Month	Multiple Times a Month	3 Very Confident	Extremely Easy	I don't see like I have any challenges with the big picture. Probably would run into challenges if someone had detailed questions about a specific R&D focus.	Somewhat valuable, and I might use it occasionally.	Specific industry grown and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources; [research centers]/institutes at SC colleges and universities; wet lab space; prototyping facilities, etc.; [Visual maps]/funding resources [e.g. risk and traditional capital programs and providers such as SBDC, SC Launch, as well grants and vouchers for research.]	Workforce statistics related to STEM.	None
EI Manager	Uppstate SC	Multiple Times a Month	Multiple Times a Month	3 Neutral	Somewhat Difficult	I don't know or am aware of the current state and what is coming in innovation.	Extremely valuable, and I would use it frequently.	Specific industry grown and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources; [research centers]/institutes at SC colleges and universities; wet lab space; prototyping facilities, etc.;	none I can think of	none is present



Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the above question? (1 star = not at all com...)	How confident are you in creating a competing "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (talks, points, presentations, emails, etc.) effectively describing and explaining South Carolina with a strong focus on R&D to innovation-based ...	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
Executive Director	Orangeburg County	4-5 Times a Year	4-5 Times a Year	3 Neutral	Neutral	Hard to answer. It is very specific to the type of project. Since innovation transcends industry and lots of other defining terms used in economic development. So the toolkit would need to be specific to the assets in the State. This also plays into how regions, and ultimately how counties can participate in recruitment and expansions for innovative companies.	Very valuable, and I would likely use it	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g., infographics, maps); Funding resources (e.g., risk and traditional capital programs and providers, such as SBCI, SC Launch, as well as grants and vouchers for research); Workforce statistics related to the specific county and surrounding areas.	Please see the answer to question 13 above. For me, it would need to be very specific to the assets and the specific county and surrounding areas.	
Director	City of Greer, SC	About Once a Month	About Once a Month	3 Somewhat Confident	Somewhat Easy	Historical development trends. Labor pool expertise. Proximity of assets and product to qualify for phase sector. Specific target industry focus.	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g., infographics, maps); Funding resources (e.g., risk and traditional capital programs and providers, such as SBCI, SC Launch, as well as grants and vouchers for research); Workforce statistics related to STEM; Case studies and success stories appropriate for target audience; Soft landing programs.		
Executive Director	Columbia	4-5 Times a Year	About Once a Year	2 Not Very Confident	Neutral	Don't know many specifics about the ecosystem.	Somewhat valuable, and I might use it occasionally	Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Funding resources (e.g., risk and traditional capital programs and providers, such as SBCI, SC Launch, as well as grants and vouchers for research); Visual assets (e.g., infographics, maps);	N/A	

Job Title	Locations	How often do you interact with investors/bankers with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina? (Check all that apply)	How comfortable and confident would you feel in creating a South Carolina or "Why I love the region" narrative about our state's innovation ecosystem and opportunities? (1 star = not at all comfortable; 5 star = not at all confident)	How easy is it for you to find and access resources (public/private funding, etc.) explicitly describing and explaining South Carolina to innovation-based companies?	What are your main challenges when describing South Carolina as ideal location for investment-based companies or those with a strong focus on R&D to establish and grow?	How valuable would a toolkit like the one described in this survey be for supporting your research or other business objectives and driving R&D-focused companies to seek out your organization?	Which types of information would be most helpful in an online toolkit for helping our communications and/or business development teams orient themselves on content that would maximize the ROI value for you or your organization?	Additional comments
Director - Investor & Stakeholder Relations	Charleston, SC	Multiple Times a Month	Multiple Times a Month	3 Very Confident	Extremely Easy	Extremely valuable, and I would use it frequently	Very valuable, and I would likely use it	Case studies and success stories appropriate for target audience. Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) Funding resources (e.g. risk and traditional capital programs and providers, such as SBDC, SC Launch, as well as grants and vouchers for research.) Specific SC General Assembly in the industry growth and innovation cluster/sector.	
Communications & Engagement Manager	Upstate SC	About Once a Year	About Once a Year	4 Somewhat Confident	Neutral	Neutral	Neutral	Specific industry growth and innovation statistics/case studies for target audience. Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) Visual assets (e.g. infographics, maps) Funding resources (e.g. risk and traditional capital programs and providers, such as SBDC, SC Launch, as well as grants and vouchers for research.) Workforce statistics related to STEM.	Ensuring data and content is maintained in the future would maintain value over time.

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply.)	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the above question?	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's message for innovation-based and R&D-focused companies?	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (webinars, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based companies?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies and those focused on R&D to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit to creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
President/CEO	Greenville SC	Multiple Times a Month	<p>(SOCA) Incubator/Accelerator/Entrepreneur Support Organization (Ex: NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.) Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts (Ex: VentureSouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partner, Vignity Capital, etc.) Research Assets &amp; Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.) Other Research and Testing Assets &amp; Opportunities (Ex: 3Phase-SBR/JTR</p>	2	Very Confident	Neutral	Extremely valuable, and I would use it frequently	Not enough info on the different resources and how they work together. Not enough info on research assets.	Specific industry grown and innovation statistics. Case studies and success stories appropriate for target audience. Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) Visual maps. Funding resources (e.g. risk and traditional capital programs and providers, such as SBCI, SC Launch, as well grants and vouchers for research).	no	none	
7	Greenville	Multiple Times a Month	<p>South Carolina Research Authority (SOCA) Incubator/Accelerator/Entrepreneur Support Organization (Ex: NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.) Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts (Ex: VentureSouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partner, Vignity Capital, etc.) Research Assets &amp; Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.)</p>	2	Neutral	Somewhat Difficult	Extremely valuable, and I would use it frequently	Particularly for funding - there are so many entities - and, we don't have clarity on unified message and then how to break out what they may qualify for. What does tech talent look like? What are the best R&D stories? What unique assets do we have to support?	Case studies and success stories appropriate for target audience. Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) Visual assets (e.g. infographics, maps). Funding resources (e.g. risk and traditional capital programs and providers, such as SBCI, SC Launch, as well grants and vouchers for research).	above.		

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply.)	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem such as those listed in the above question? (1 star = not at all com...)	How confident are you in creating a compelling "why South Carolina" or "why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (baking points, presentations, emails, etc.) effectively communicating and engaging South Carolina to innovation-based...?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or R&D focused focus on R&D to establish new growth?	How valuable would's be for supporting your work with innovation-based companies? (Select all that...)	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-focused companies? (Select all that...)	Are there any other specific features or content that would be most helpful to you or your organization?	Additional comments
Consultant	Charleston SC	4-5 Times a Year	South Carolina Research Authority (SCRA) Incubator/Accelerator/Entrepreneur Support Organization (Ex: NeaIGSB, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.) Venture Capital Firms, Angel Investment Groups, and Other Entities Involves w/ Risk Capital Efforts (Ex: Venturesouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Viduity Capital, etc.) Research Assets & Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.)	1 star = not at all com... 4	4 Neutral	Neutral	Talent challenges, including brain drain and housing affordability; lack of attractive to startups and entrepreneurs; lack of compelling story on innovation that has and is happening in SC currently.	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics/visual assets (e.g. infographics, maps) available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) Case studies and success stories appropriate for target audience Funding resources (e.g. risk and traditional capital programs and providers, such as SBEI, SC Launch, as well grants managing federally-funded and vouchers for research) ;	Better coordination and communication between all innovation-related organizations and assets; more business-oriented, business-friendly R&D facility and staff at colleges and universities; expertise in competing for and managing federally-funded research grants.	
Director of SC Tech, SC Competes	Charleston, SC	Multiple Times a Month	(SCRA) Incubator/Accelerator/Entrepreneur Support Organization (Ex: NeaIGSB, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.) Venture Capital Firms, Angel Investment Groups, and Other Entities Involves w/ Risk Capital Efforts (Ex: Venturesouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Viduity Capital, etc.) Research Assets & Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.) Other Research and Testing Assets & Opportunities (Ex: Phase-2 support, Southeastern	Multiple Times a Month	5 Very Confident	Somewhat Difficult	Having one website resource that shares the larger overall story and that links out to these resources and contacts, ideally said website would be an interactive resource that categories and maps all assets so you can see the full ecosystem or drill down on the region/industry/category that you are looking for (even if you are not sure what you are looking for exactly).	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics/Case studies for target audience - Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.) Visual assets (e.g. infographics, maps) Funding resources (e.g. risk and traditional capital programs and providers, such as SBEI, SC Launch, as well grants and vouchers for research)	Based on the positive feedback from our 2024 CAP Carolina webinar series (showcase of statewide funding/SBM opportunities for technology/start ups) and subsequent resources completion, we know that the tech and innovation industry would benefit greatly from a resource such as the one described here. SC Competes welcomes the opportunity to partner in these efforts.	

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply.)	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, innovation ecosystem, assets and opportunities? (1 star = not at all comfortable; 5 star = not at all confident)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
Managing Partner / CEO	Los Angeles, CA	Multiple Times a Month	Incubators/Accelerators/Entrepreneur Support Organizations [Ex: NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.] Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts [Ex: VentureSouth, Venture Carolina, InvestIC, Good Growth Capital, Charleston Angel Partners, Vidity Capital, etc.] Other Research and Testing Assets & Opportunities [Ex: iPhase-SB/INSTRN support, Southeastern Institute of Manufacturing and Technology (I/M/T), wet space, etc.] State Street Labs, The Applied Research Center (ARC), etc.	4-5 Times a Year	3 Neutral	Very Difficult	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources [research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.]; Visual assets [e.g., infographics, maps]; Funding resources [e.g., risk and traditional capital programs and providers such as SBIC, SC loan guarantee, etc.]; Other deep sources, to wet growth and innovation (e.g., for research) industry statistics related to SC; Community or trade association to provide better business intelligence related to STEM.	My main challenge is access to SC resources and information to do deeper diligence on problems to solve and how it will impact economic growth.	Feature ways in which organizations are recognized for their innovations [i.e. PR that highlights their work]. The value of 3rd party validation through an award or other selective recognition (e.g. recognized as the leading organization in the field) is a little skewed since I have limited need to make presentations about the innovation environment of SC.
Retired	Spartanburg	4-5 Times a Year	Authority [SOA]; Incubators/Accelerators/Entrepreneur Support Organization [Ex: NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.] Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts [Ex: VentureSouth, Venture Carolina, InvestIC, Good Growth Capital, Charleston Angel Partners, Vidity Capital, etc.] Research Assets & Opportunities With SC's Colleges and Universities [Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.] Other Research and Testing Assets & Opportunities [Ex: iPhase-SB/INSTRN support, Southeastern	About Once a Month	4 Somewhat Confident	Neutral	Somewhat valuable, and I might use it occasionally	Specific industry growth and innovation statistics; Case studies for target audience; Available SC assets and resources [research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.]; Visual assets [e.g., infographics, maps]; Workforce statistics related to STEM.	It is hard to see the big picture. Talking about one large co. R&D, or new venture development is generally easier, but linking them all into a cohesive message is a challenge.	My answers about using the material are a little skewed since I have limited need to make presentations about the innovation environment of SC.

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem here you engaged with in the past? (Check all that apply.)	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, innovation ecosystem, innovation-based and R&D-focused companies? (1 star = not at all comfortable; 5 star = not at all confident)	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D to establish and grow?	How valuable would a tool like the one described in this survey be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-based companies? (Select all that apply.)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments	
190	2110 Devine Street, Columbia, SC 29205	Multiple Times a Month	South Carolina Research Authority (SCRA); Incubators/Accelerators/Entrepreneur Support Organization (Ei); NANTGEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.); Research Assets & Opportunities With SC's Colleges and Universities (Ei); sponsored research, SC Franchiser USA, technology licensing w/ tech transfer offices, etc.   Multiple Times a Month	4 Very Confident	I'd say the main challenge is overcoming preconceptions that South Carolina is not a major hub for innovation and research. Those from other countries or not familiar with the state tend to only know about Atlanta or NC's Research Triangle. However, the preconception is usually quickly dispelled once information on and connections with our state's many innovation and R&D resources. So, the challenge is really a matter of marketing information, and communication. The creation of a toolkit addressing this issue should go a long way!	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics; Case studies for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g. infographics, maps); Funding resources (e.g. risk and traditional capital programs and providers, such as SBDC, SC Launch, as well as grants and vouchers for research);	Perhaps features/content on differences/similarities (regulatory, etc.) between U.S. and foreign markets that would help a foreign company the benefits of relocating to SC for mostly assist foreign companies with a focus on tech/innovation and would be looking for talking points to attract them to our state. Understanding the how our market is different than the one they currently operate in is always an important concern.	The creation of a Talking Point & Pitch Toolkit is a great idea and would be very useful!	
Economic Development Administrator	Rock Hill	Rarely	I have not engaged with any of these types of assets/resources, entities or opportunities.;	2 Not Very Confident	I find that the main challenge is that most, if not all of the assets/resources listed above are centered in Greenville, Charleston or Columbia and anchored by the state's research universities. It is not very clear, let alone a new entrepreneur, why an innovative-based company would go anywhere but those markets. It is also difficult to explain to a new technology company that these state-funded research assets/resources can be available in communities where there isn't a research university or innovation campus in their backyard.	Very Difficult	Specific industry growth and innovation statistics; Case studies for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g. infographics, maps); Funding resources (e.g. risk and traditional capital programs and providers, such as SBDC, SC Launch, as well as grants and vouchers for research);	A state-endorsed value proposition for technology companies that is common to all communities - not just those with these research assets present. A message that lets companies know they can locate anywhere in South Carolina and have the full support of the state's research infrastructure.	Rock Hill was awarded Build 2 Scale Grant from the EDA. We have partnered with T.I.P. Strategist based in Austin, TX to map our local innovation ecosystem and develop a business recruitment strategy for technology-based companies. There may be recommendations from this strategy that will be relevant to this concept. We would be happy to share once complete in around February/March 2023.	Such a great idea. We look forward to monitoring progress.

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply.)	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the above question? (1 star = not at all com- pany; 5 star = not at all com- pany)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innova- tion-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (such as points, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based companies?	What are your main challenges when describing South Carolina as an innova- tion-based and R&D-focused company?	How valuable would a booklet, like the one described in this survey, be for supporting your work with innova- tion-based and R&D-focused companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innova- tion-based and R&D-focused companies?	Are there any other specific features or content that would make the toolkit's value for you or your organization?	Additional comments
Deputy Director	Columbia SC	4-5 Times a Year	South Carolina Research Authority [SCIA] Incubators/Accelerators/Entrepreneur Support Organization [E.g. NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.] Research Assets & Opportunities With SC's Colleges and Universities [E.g. sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.] Other Research and Testing Assets & Opportunities [E.g. 3Phase-SBR/JTTR support, Southeastern Institute of Manufacturing and Technology-SMIT, wet lab space such as West Edge or Main Street Labs, the Applied Research Center (ARC), etc.]	4-5 Times a Year	3 Neutral	Somewhat Difficult	Explaining how SC does have advantages over the typical places associated with the innovation economy. If innovation is about risk, it's a risk averse business in SC.	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Funding resources (e.g. risk and traditional capital programs and providers, such as SBCI, SC launch, as well grants and vouchers for research); A location map		
Vice President, Economic Development	Charleston	Multiple Times a Month	[SCIA] Incubators/Accelerators/Entrepreneur Support Organization [E.g. NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.] Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Effort [E.g. VentureSouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vicinity Capital, etc.] Research Assets & Opportunities With SC's Colleges and Universities [E.g. sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.] Other Research and Testing Assets & Opportunities [E.g. 3Phase-SBR/JTTR support, Southeastern	Multiple Times a Month	3 Somewhat Confident	Neutral	Explaining our value proposition. Most often these companies could locate anywhere in the world. I struggle with showcasing our state's attributes and opportunities as it relates to being an innovation hub.	Extremely valuable, and I would use it frequently	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual map; Funding resources (e.g. risk and traditional capital programs and providers, such as SBCI, SC launch, as well grants and vouchers for research); An inventory of assets and programs that would support companies looking to locate here; to include the location of such assets and a description of what they offer. Also updated information on how much research funding our universities are getting and patents issued. Access to VC or funding as well.		

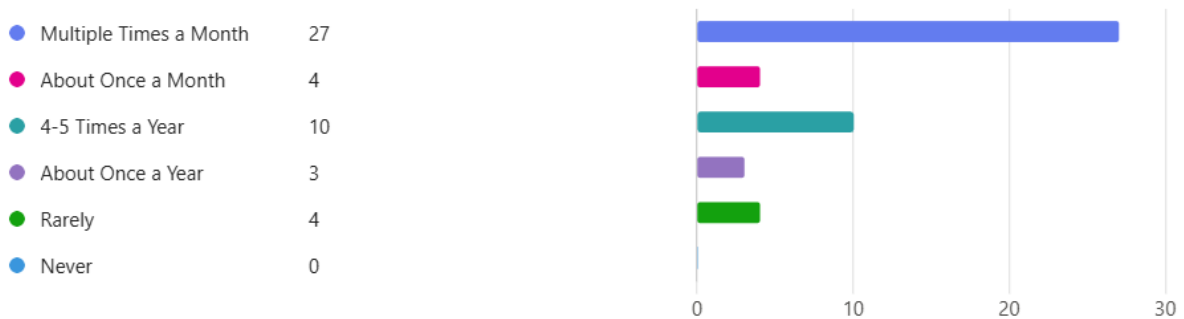
Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply)	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the above question? (1 star = not at all comf...)	How confident are you in creating a company "why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (talk points, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based... to establish and grow?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies of those with a strong focus on R&D?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-based companies and those focused on R&D?	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
Program Manager	South Carolina Research Authority	Multiple Times a Month	<p>(SICA) Incubator/Accelerator/Entrepreneur Support Organization (Ex: NextGEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.); Venture Capital Firms; Angel Investment Groups and Other Entities Involved w/ Risk Capital Efforts (Ex: Venturesouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vidity Capital, etc.); Research Assets &amp; Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.); Other Research and Testing Assets &amp; Opportunities (Ex: Phase-SBIR/STTR support, Southeastern Authority</p>	1 star = not at all comf...	4 Neutral	Very Difficult	<p>South Carolina often faces the negative stereotype of being a racist state and primarily valuing manufacturing companies. As a result, tech companies are hesitant to relocate here, preferring regions that already have established and thriving innovation ecosystems.</p>	Very valuable, and I would likely use it	<p>Case studies and success stories appropriate for target audience -Funding resources (e.g. risk and traditional capital programs and providers, such as SBDO, SC Launch, as well grants and vouchers for research) -Workforce statistics related to STEM/Available SC assets and resources (Research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.)</p>	Focusing on successful case studies and the thought leadership within the state.	
Program Manager	Columbia	Multiple Times a Month	<p>(SICA) Incubator/Accelerator/Entrepreneur Support Organization (Ex: NextGEN, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.); Venture Capital Firms; Angel Investment Groups and Other Entities Involved w/ Risk Capital Efforts (Ex: Venturesouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vidity Capital, etc.); Research Assets &amp; Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.); Other Research and Testing Assets &amp; Opportunities (Ex: Phase-SBIR/STTR support, Southeastern Authority</p>	Multiple Times a Month	4 Neutral	Very Difficult	<p>Just rolled off a conversation this morning about the need for the top-of-the-funnel, condense service leveraging a statewide roadmap for plugging in and navigating resources, funding, and programs for founders and aspiring founders. This need as seen through conversations with founders discovering resources and experiencing frustration as they all are designed for certain growth types, sectors, or stage readiness. USC's FAST Center was interested in taking this lead as they find themselves in this role when determining SBIR readiness.</p> <p>Another challenge is describing resources that could be attractive for their growth, such as fractional C-suite support.</p>	Very valuable, and I would likely use it	<p>Available SC assets and resources (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); Visual assets (e.g. infographics, maps); Funding resources (e.g. risk and traditional capital programs and providers, such as SBDO, SC Launch, as well grants and vouchers for research); Glossary of terms;</p>	Reach out with questions!	

Job Title	Location	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	Which assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Check all that apply) ...	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem, such as those listed in the above question? (1 star = not at all com...)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (alking points, presentations, emails, etc.) effectively describing and explaining South Carolina with a strong focus on R&D to innovation-based... companies?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies and those with a strong focus on R&D to establish and grow?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
Business Development Manager	Charleston	Multiple Times a Month	South Carolina Research Authority [SCIA]-Incubators/Accelerators/Entrepreneur Support Organization [E.g. NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.] Venture Capital Firms, Angel Investment Groups, and Other Entities Involved w/ Risk Capital Efforts [E.g. Venturesouth, Venture Carolina, InvestSC, Good Growth Capital, Charleston Angel Partners, Vignity Capital, etc.] Research Assets & Opportunities With SC's Colleges and Universities [E.g. sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.] Incubators/Accelerators/Entrepreneur Support Organization [E.g. NextSEM, The Harbor Entrepreneur Center, Boyd Innovation Center, etc.] Research w/ SC's Colleges and Universities [E.g. Sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.] Other Research and Testing Assets & Opportunities [E.g. 3Phase-SBR/STTR support, Southeastern Institute of Manufacturing and Technology-SMIT, wet lab space such as West Edge or Main Street Labs, the Applied Research Center (ARC), etc.]	1 star = not at all com... 2 Neutral	4 Somewhat Confident	Somewhat Easy	[in Charleston] lack of research university	Very valuable, and I would likely use it	Specific industry growth and innovation statistics/case studies and success stories appropriate for target audience -Available SC assets and resources [research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.] [Visual assets [e.g. infographics, maps]] Funding resources [e.g. risk and traditional capital programs and providers, such as SBEI, SC launch, as well grants and vouchers for research]	Content related to funding	
	Columbia, SC	Rarely		2 Neutral	2 Neutral	Somewhat Difficult	I am not aware of all the programs in place. I know the ones that are applicable to my particular sector [life science and aerospace] but not all the assets in place.	Very valuable, and I would likely use it.	Specific industry growth and innovation statistics/case studies and success stories appropriate for target audience -Available SC assets and resources [research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.] [Visual assets [e.g. infographics, maps]] Funding resources [e.g. risk and traditional capital programs and providers, such as SBEI, SC launch, as well grants and vouchers for research]	I think a map displaying where it can be found, and maybe funding opportunities that can be in place to help companies looking to use these.	

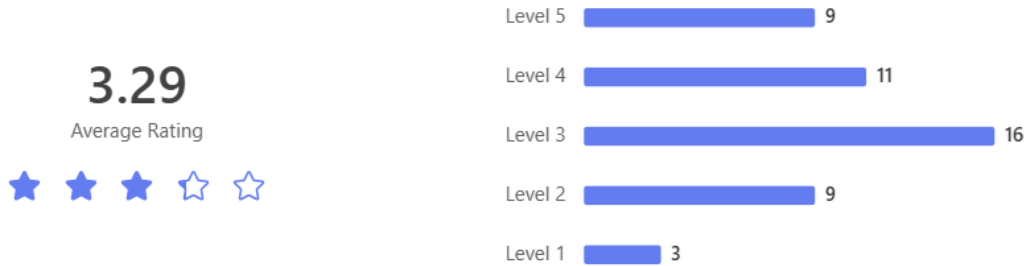
Job Title	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem here you engaged with in the past? (Check all that apply.)	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, assets and opportunities? (1 star = not at all com...)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (talk points, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based... to establish and grow?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
	How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?	How often do you engage with assets/resources, entities and opportunities associated with South Carolina's innovation ecosystem here you engaged with in the past? (Check all that apply.)	How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, assets and opportunities? (1 star = not at all com...)	How confident are you in creating a compelling "Why South Carolina" or "Why Your Region" message for innovation-based and R&D-focused companies?	How easy is it for you to find and access resources to help create materials (talk points, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based... to establish and grow?	What are your main challenges when describing South Carolina as an ideal location for innovation-based companies or those with a strong focus on R&D?	How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?	Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that...)	Are there any other specific features or content that would maximize the toolkit's value for you or your organization?	Additional comments
	About Once a Year	South Carolina Research Authority (SCRA), Other Research and Testing Assets & Opportunities (Ex: 3Phase-DBR/STTR support, Southeastern Institute of Manufacturing and Technology (SIMT), West lab space such as West Edge or Main Street Labs, the Applied Research Center (ARC), etc. )	1. Not Very Confident	1. Not Very Confident	Somewhat Difficult	The lack of innovation related investors.	Very valuable, and I would likely use it.	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources; (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); (Visual maps); Glossary or terms; N/A	N/A	N/A
Existing Industry Manager	About Once a Month	Research Assets & Opportunities With SC's Colleges and Universities (Ex: sponsored research, SC Fraunhofer USA, technology licensing w/ tech transfer offices, etc.)	2. Neutral	2. Neutral	Neutral	Not having comparative data from other states explaining how South Carolina is differentiated from other states with our capabilities to foster innovation.	Extremely valuable, and I would use it frequently.	Specific industry growth and innovation statistics; Case studies and success stories appropriate for target audience; Available SC assets and resources; (research centers/institutes at SC colleges and universities, wet lab space, prototyping facilities, etc.); (Visual maps); Funding resources (e.g. risk and traditional capital programs and providers, such as SBCI, SC Launch, as well grants and vouchers for research.)	None that I can think of.	None

7. How often do you interact with innovation-based companies or companies with a strong emphasis on R&D?

*(Innovation-based companies or companies with a strong focus on R&D include tech startups, as well as established companies bringing new products or services to market. These products/services often have characteristics such as being tech-enabled, rooted in research, involved with intellectual property development or licensing, and sometimes require federal approvals from federal agencies like the FDA.)*



10. How comfortable and confident would you feel if you needed to inform people in or outside South Carolina about our state's innovation ecosystem, assets and opportunities? (1 star = not at all comfortable, 5 stars = very comfortable)

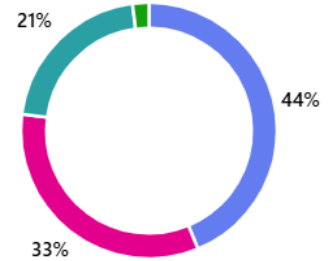


12. How easy is it for you to find and access resources to help create materials (talking points, presentations, emails, etc.) effectively describing and explaining South Carolina to innovation-based and R&D-focused companies?



14. How valuable would a toolkit, like the one described in this survey, be for supporting your work with innovation-based companies and those focused on R&D?

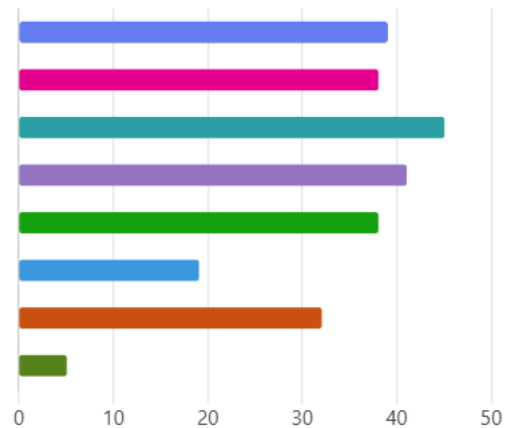
● Extremely valuable, and I would use it frequently	21
● Very valuable, and I would likely use it	16
● Somewhat valuable, and I might use it occasionally	10
● Not very valuable, and I would rarely use it	0
● Not Valuable at all	1



15. Which types of information would be most helpful in an online toolkit for creating your own communication materials when engaging with innovation-driven and R&D-focused companies? (Select all that apply.)

*(The toolkit would allow filtering by industry and target audience, e.g., tech startup, growth-stage company, established firm, etc.)*

● Specific industry growth and innovation statistics	39
● Case studies and success stories appropriate for target audience	38
● Available SC assets and resources (research centers/institutes at SC colleges and...	45
● Visual assets (e.g. infographics, maps)	41
● Funding resources (e.g. risk and traditional capital programs and providers, such as...	38
● Glossary of terms	19
● Workforce statistics related to STEM	32
● Other	5



# Appendix B

In which industry does your company operate? Please indicate the primary area of focus and describe how your company engages with innovation related activities (e.g., tech development, research-based)	How often does your company engage with South Carolina's innovation ecosystem (e.g., research institutions, incubators, venture capital, etc.) frequently?	Which specific assets, resources, and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Select all that apply)	What would be the top factors you would consider when deciding to expand or relocate your business? (Select all that apply)	What type of information would make South Carolina stand out as an innovation hub? (Rank the following in order of importance, with the top being the most important)	What level of detail do you prefer when initially discussing potential resources or opportunities? (Select all that apply)	When receiving information, what format do you find most persuasive? (Select all that apply)	Thank you for taking this survey! Please share any additional thoughts or insights you feel would be helpful.
SaaS/AI	Somewhat well	South Carolina Research Authority (SCRA);	<p>Testimonials from business leaders in similar industries; Overview of research and innovation assets; Success stories of companies thriving in the state; Evidence of infrastructure and logistical advantages; Data points specific to South Carolina's innovation ecosystem (e.g., state ranking in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startups, research funding from federal agencies like the Department of Energy, and workforce data related to STEM talent); Benefit statements highlighting the value of industry-specific innovation assets and resources; Evidence of incentives and support programs to be leveraged.</p>	<p>Highly detailed (comprehensive breakdown of opportunities and benefits)</p>	<p>Detailed reports or brochures;</p>		
CEO	Somewhat well	South Carolina Research Authority (SCRA);	<p>Specific examples of incentives and support programs to be leveraged; Overview of research and innovation assets; Data points specific to South Carolina's innovation ecosystem (e.g., state ranking in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startups, research funding from federal agencies like the Department of Energy, and workforce data related to STEM talent); Benefit statements highlighting the value of industry-specific innovation assets and resources; Evidence of infrastructure and logistical advantages; Success stories of companies thriving in the state; Testimonials from business leaders in similar industries;</p>	<p>Clear and detailed explanations of resources and incentives;</p>	<p>Visual presentations with data and case studies;</p>		
CEO + Founder	Somewhat well	South Carolina Research Authority (SCRA); Venture Capital Firms; Angel Investment Groups; South Carolina Research Authority (SCRA); Universities;	<p>Success stories of companies thriving in the state; Specific examples of incentives and support programs to be leveraged; Data points specific to South Carolina's innovation ecosystem (e.g., state ranking in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startups, research funding from federal agencies like the Department of Energy, and workforce data related to STEM talent); Evidence of infrastructure and logistical advantages; Benefit statements highlighting the value of industry-specific innovation assets and resources; Testimonials from business leaders in similar industries; Overview of research and innovation assets;</p>	<p>Highly detailed (comprehensive breakdown of opportunities and benefits)</p>	<p>Virtual webinars or panel discussions with industry leaders; Visual presentations with data and case studies; Detailed reports or brochures;</p>		
Director, Business Devell commercial clients.	Somewhat well	South Carolina Research Authority (SCRA); Research Assets & Opportunities with SC1 Colleges and Universities;	<p>Benefits statements highlighting the value of industry-specific innovation assets and resources; Specific examples of incentives and support programs to be leveraged; Evidence of infrastructure and logistical advantages; Data points specific to South Carolina's innovation ecosystem (e.g., state ranking in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startups, research funding from federal agencies like the Department of Energy, and workforce data related to STEM talent); Overview of research and innovation assets; Success stories of companies thriving in the state; Testimonials from business leaders in similar industries;</p>	<p>Moderately detailed (some specifics about relevant programs or resources)</p>	<p>Detailed reports or brochures; One-on-one meetings with industry experts or local leaders; Tours of facilities; Research hubs, and abundant energy. SC has much to offer in the area of nuclear power production.</p>		

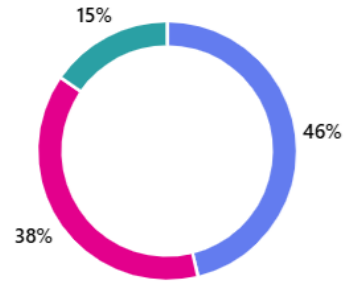
In which industry does your company operate? Please indicate the primary area of focus and describe how your company engages with innovation ecosystem related activities (e.g., tech development, research-based	How often does your company engage with South Carolina's innovation ecosystem (e.g., research institutions, incubators, venture capital, etc.) frequently?	How well do you feel you know South Carolina's innovation resources, even if you don't use them frequently?	Which specific assets, resources, and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Select all that apply)	What would be the top factors you would consider when deciding to expand or relocate your business? (Select all that apply)	What type of information would make South Carolina stand out as an innovation hub? (Rank the following in order of importance, with the top being the most important)	What would make you confident that South Carolina understands your business needs? (Select all that apply)	What level of detail do you prefer when initially discussing potential resources or opportunities? (Select all that apply)	When receiving information, what format do you find most persuasive? (Select all that apply)	Thank you for taking this survey! Please share any additional thoughts or insights you feel would be helpful.
<p>Broadly manufacturing, but we envision that we will be known for life-changing commodities (mobility, construction, aerospace) and experiences (digital services and hospitality)</p> <p>Director, Campus Transit/curator</p>	Multiple Times a Month	Somewhat well	<p>South Carolina Research Authority (SCRA); Incubators/Accelerators/Entrepreneur Support Organizations/Venture Capital Firms; Angel Investment Groups/Research Assets &amp; Opportunities with SC; Colleges and Universities;</p>	<p>Access to skilled workforce; Innovation resources (e.g., R&amp;D facilities, incubators); Collaborative opportunities with universities or research institutions; Quality of life for employees;</p>	<p>Evidence of infrastructure and logistical advantages; Data points specific to South Carolina's innovation ecosystem (e.g., state rankings in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startup exits, research funding from federal agencies like the Department of Energy, and workforce data related to STEM talent); Benefit statements highlighting the value of industry-specific innovation assets and resources; Overview of research and innovation ecosystem; Specific examples of incentives and support programs to be leveraged; Personalized recommendations based on my business type; Clear and detailed explanations of incentives/competitive and supportive gov't incentives;</p>	<p>Clear and detailed explanations of research and resources and incentives/competitive and supportive gov't incentives;</p>	<p>High-level overview (key highlights and benefits)</p>	<p>Visual presentations with data and case studies; Detailed reports or brochures; Virtual webinars or panel discussions with industry experts or local leaders;</p>	<p>Thank you for launching this study, I am hopeful that the results will position South Carolina where it needs to be an advanced manufacturing powerhouse and a burgeoning innovation ecosystem.</p>
<p>Other diversification, Customer-based products and services development</p> <p>Incubation Partner</p>	Multiple Times a Month	Somewhat well	<p>South Carolina Research Authority (SCRA); Incubators/Accelerators/Entrepreneur Support Organizations/Venture Capital Firms; Angel Investment Groups/Research Assets &amp; Opportunities with SC; Colleges and Universities;</p>	<p>Access to skilled workforce; Quality of life for employees; Business-friendly policies and tax incentives; Collaborative opportunities with universities or research institutions;</p>	<p>Specific examples of incentives and support programs to be leveraged; Overview of research and innovation ecosystem; Personalized recommendations based on my business type; Clear and detailed explanations of incentives/competitive and supportive gov't incentives; An understanding of partnership opportunities with universities or research institutions;</p>	<p>Highly detailed (comprehensive breakdown of opportunities and benefits)</p>	<p>Visual presentations with data and case studies; Detailed reports or brochures; Virtual webinars or panel discussions with industry experts or local leaders;</p>	<p>Thank you for all of your work to bring innovative ideas to market within the state.</p>	
<p>R&amp;D and small-scale manufacturing</p> <p>CEO</p>	About Once a Month	Somewhat well	<p>South Carolina Research Authority (SCRA); Incubators/Accelerators/Entrepreneur Support Organizations/Venture Capital Firms; Angel Investment Groups/Research Assets &amp; Opportunities with SC; Colleges and Universities; Applied Research Center, Savannah River National Lab, etc.;</p>	<p>Access to capital and funding opportunities; Business-friendly policies and tax incentives; Access to skilled workforce; Innovation resources (e.g., R&amp;D facilities, incubators)</p>	<p>Data points specific to South Carolina's innovation ecosystem (e.g., state rankings in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startup exits, research funding from federal agencies like the Department of Energy, and workforce data related to STEM talent); Specific examples of incentives and support programs to be leveraged; Success stories of companies thriving in the state; Overview of research and innovation ecosystem; Testimonials from business leaders in similar industries; Evidence of infrastructure and logistical advantages; Benefit statements highlighting the value of industry-specific innovation assets and resources;</p>	<p>Demonstrated industry-specific expertise; An understanding of partnership opportunities with universities or research institutions;</p>	<p>High-level overview (key highlights and benefits)</p>	<p>Detailed reports or brochures; One-on-one meetings with industry experts or local leaders;</p>	<p>Let's all keep working hard!</p>

In which industry does your company operate? Please indicate the primary area of focus and describe how your company engages with innovation companies (e.g., research institutions, incubators, venture capital, etc.)	How often does your company engage with South Carolina's innovation companies (e.g., research institutions, incubators, venture capital, etc.)	How well do you feel you know South Carolina's innovation resources, even if you don't use them frequently?	Which specific assets, resources, and opportunities associated with South Carolina's innovation ecosystem have you engaged with in the past? (Select all that apply)	What would be the top factors you would consider when deciding to expand or relocate your business? (Select all that apply)	What type of information would make South Carolina stand out as an innovation hub? (Rank the following in order of importance, with the top being the most important)	What would make you confident that South Carolina addresses your business needs? (Select all that apply)	What level of detail do you prefer when studying/ discussing potential contracts or opportunities?	When receiving information, what format do you find most persuasive? (Select all that apply)
<p>Energy storage, supercapacitors, Tech and new product development</p>	4-5 Times a Year	Somewhat well	<p>Research Assets &amp; Opportunities with SC7 Colleges and Universities</p>	<p>Access to capital and funding opportunities; Innovation resources (e.g., R&amp;D facilities, incubators); Access to skilled workforce; Business-friendly policies and tax incentives; Collaborative opportunities with universities or research institutions</p>	<p>Overview of research and innovation assets; Success stories of companies thriving in the state; Specific examples of incentives and support programs to be leveraged; Overview of research and innovation assets; Benefit statements highlighting the value of industry-specific innovation assets and resources; Testimonials from business leaders in similar industries; Success stories of companies thriving in the state; Evidence of infrastructure and logistical advantages; Data points specific to South Carolina's innovation ecosystem (e.g., state rankings in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startup exits, research funding from federal agencies like the Department of Energy), and workforce data related to STEM talent</p>	<p>Demonstrated industry-specific expertise</p>	<p>High-level overview (Key with industry experts or local leaders)</p>	<p>One-on-one meetings or local leaders</p>
<p>Oil &amp; Gas; Energy; VBAZE develops high performance lubricants. We perform research-based product development, create IP and scale globally. We interface with other oil manufacturers but also equipment manufacturers.</p>	About Once a Month	Somewhat well	<p>South Carolina Research Authority (SCRA); Venture Capital Firms, Angel Investment Groups; Research Assets &amp; Opportunities with SC7 Colleges and Universities</p>	<p>Access to capital and funding opportunities; Connectivity to key markets and infrastructure; Business-friendly policies and tax incentives; Collaborative opportunities with universities or research institutions; Quality of life for employees</p>	<p>Success stories of companies thriving in the state; Data points specific to South Carolina's innovation ecosystem (e.g., state rankings in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startup exits, research funding from federal agencies like the Department of Energy), and workforce data related to STEM talent</p>	<p>Availability of mentorship or networking opportunities; An understanding of partnership opportunities with universities or research institutions; Clear and detailed explanations of resources and incentives; Personalized recommendations based on my business type; Demonstrated industry-specific expertise</p>	<p>Highly detailed (comprehensive breakdown of opportunities and benefits)</p>	<p>Detailed reports or brochures; Visual presentations with data and case studies; One-on-one meetings with industry experts or local leaders</p>
<p>Life Sciences Clinical Trials Vendor- Digital Health</p>	Multiple Times a Month	Somewhat well	<p>South Carolina Research Authority (SCRA); Incubators/Accelerators/Entrepreneurs; Support Organizations; Venture Capital Firms, Angel Investment Groups; Research Assets &amp; Opportunities with SC7 Colleges and Universities</p>	<p>Access to capital and funding opportunities; Business-friendly policies and tax incentives; Collaborative opportunities with universities or research institutions; Quality of life for employees</p>	<p>Success stories of companies thriving in the state; Data points specific to South Carolina's innovation ecosystem (e.g., state rankings in technology and innovation, statistics on patents filed and licensed, growth in venture capital and risk funding, the number of successful startup exits, research funding from federal agencies like the Department of Energy), and workforce data related to STEM talent</p>	<p>Highly detailed (comprehensive breakdown of opportunities and benefits)</p>	<p>Highly detailed (comprehensive breakdown of opportunities and benefits)</p>	<p>Face-to-face meetings are invaluable for building relationships and connecting to resources. A one-on-one meeting with industry experts or local leaders (CIG and Greenville) to accomplish better reach.</p>

<p>In which industry does your company operate? Please indicate the primary area of focus and describe how your company engages with its various stakeholders (e.g., research, development, manufacturing, etc.)</p> <p>What is your size?</p>	<p>How often does your company engage with South Carolina's innovation ecosystem (e.g., research, development, manufacturing, etc.)?</p> <p>How would you rate your company's engagement with South Carolina's innovation ecosystem?</p>	<p>Which specific areas, resources, and support will you seek from South Carolina's innovation ecosystem? How do you envision your business? (Select all that apply)</p>	<p>What would make you consider that South Carolina and outside your has been need of you? (Select all that apply)</p>	<p>What level of detail do you prefer when initially discussing potential resources or partnerships? (Select all that apply)</p> <p>When working with South Carolina's innovation ecosystem, what do you find most helpful? (Select all that apply)</p>	<p>Do you have any other thoughts or insights you feel would be helpful?</p>
<p>Technology - SaaS</p>	<p>Multiple Times a Month</p> <p>Strongly Not at all</p>	<p>South Carolina Research Authority (SCRA) Incubators/Accelerators/Enterprise Support Organizations/Venture Capital Firms, Angel Investment Groups/Business</p>	<p>Access to capital and funding opportunities (state/federal grants and tax incentives/Quality of the life of employees)</p>	<p>Clear and detailed resources and information regarding the number of successful startups, research funding from federal agencies (like the Department of Energy) and workforce data related to STEM talent; success stories of companies thriving in the state; specific statements highlighting the value of industry-specific investment assets and resources; testimonials from business leaders in other industries</p>	<p>Overall, though connecting with a large number of groups throughout the state, I've been able to piece together what I "need" from it and what they possibly could offer, but the ability to actually easily get access to that value or know how to do so is possibly a challenge. Even after having one-on-ones and making direct calls multiple times I have yet to have a single person from an organization in South Carolina follow up with me and provide the information I need.</p>
<p>Pharmaceutical Drug Development</p>	<p>Multiple Times a Month</p> <p>Very well</p>	<p>South Carolina Research Authority (SCRA) Incubators/Accelerators/Enterprise Support Organizations/Venture Capital Firms, Angel Investment Groups/Business</p>	<p>Quality of life for employees/Acces to R&amp;D facilities, incubators; Collaborative opportunities with universities or research institutions (e.g., SCRI, Applied Research Center, Savannah River National Lab, etc.)</p>	<p>Clear and detailed explanations of resources and incentives</p>	<p>Overall, though connecting with a large number of groups throughout the state, I've been able to piece together what I "need" from it and what they possibly could offer, but the ability to actually easily get access to that value or know how to do so is possibly a challenge. Even after having one-on-ones and making direct calls multiple times I have yet to have a single person from an organization in South Carolina follow up with me and provide the information I need.</p>

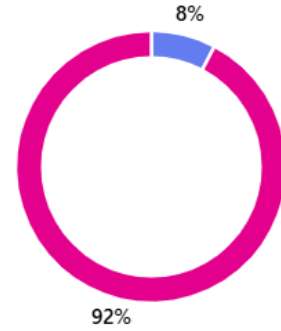
3. How often does your company engage with South Carolina's innovation ecosystem (e.g., research institutions, incubators, venture capital, etc.)

● Multiple Times a Month	6
● About Once a Month	5
● 4-5 Times a Year	2
● About Once a Year	0
● Never	0



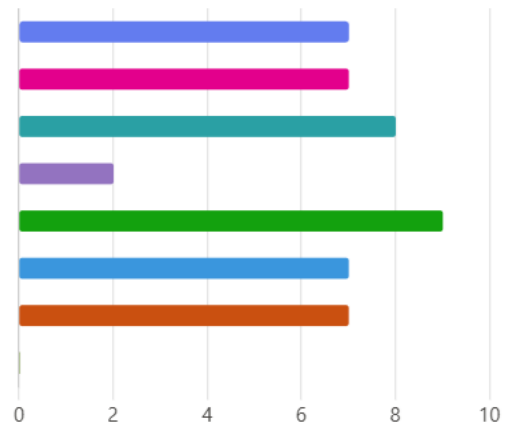
4. How well do you feel you know South Carolina's innovation resources, even if you don't use them frequently?

● Very well	1
● Somewhat well	12
● Not well at all	0

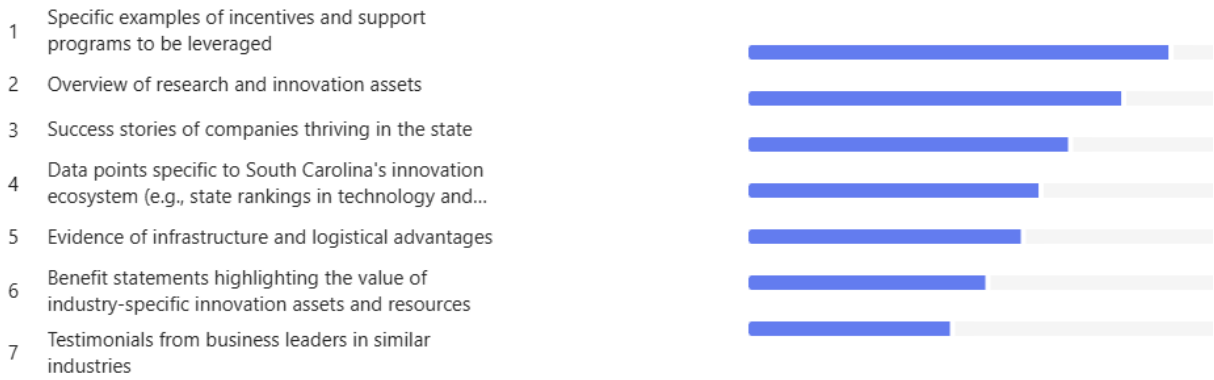


6. What would be the top factors you would consider when deciding to expand or relocate your business? (Select all that apply)

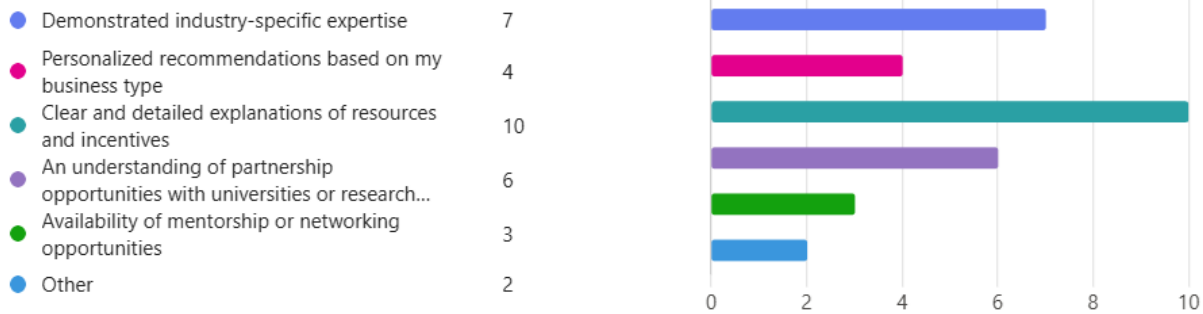
● Access to skilled workforce	7
● Innovation resources (e.g., R&D facilities, incubators)	7
● Access to capital and funding opportunities	8
● Connectivity to key markets and infrastructure	2
● Business-friendly policies and tax incentives	9
● Collaborative opportunities with universities or research institutions	7
● Quality of life for employees	7
● Other	0



7. What type of information would make South Carolina stand out as an innovation hub? (Rank the following in order of importance, with the top being the most important.)



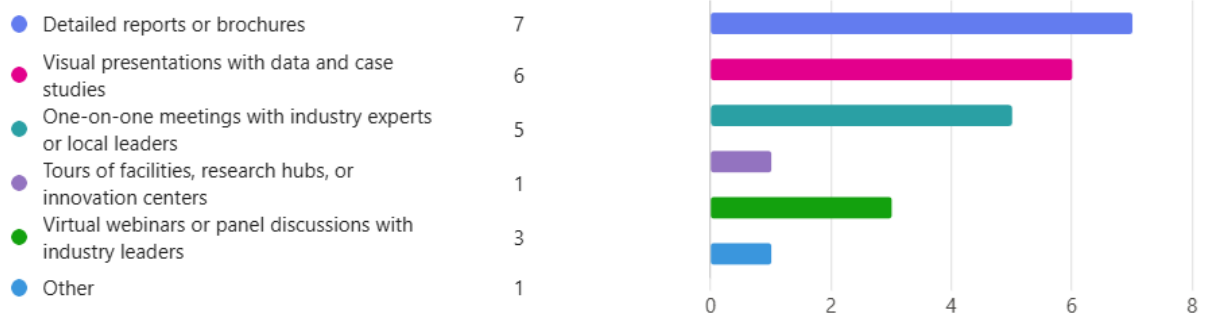
8. What would make you confident that South Carolina understands your business needs? (Select all that apply)



9. What level of detail do you prefer when initially discussing potential resources or opportunities?



10. When receiving information, what format do you find most persuasive? *(Select all that apply)*



## Appendix C

### References

**USAFacts. (2025).** *What is the gross domestic product (GDP) in South Carolina?* Retrieved February 7, 2025, from <https://usafacts.org/answers/what-is-the-gross-domestic-product-gdp/state/south-carolina/>

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