

Research at Carolina: A Driver for NC's Economy



Photo by Sam Kittner

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What if ...

- What if a multi-national corporation were considering relocating to North Carolina and this company had ...
 - \$800M in annual revenue
 - More than 4,000 full-time jobs
 - Average salaries of \$75,000
 - NC-based payroll of \$300M annually
 - Would do business with 1,100 NC vendors



What if ...

- What type of incentive package would North Carolina offer?

Company	Incentives	Jobs	Year
MetLife	\$101 million	2,600	2013
Apple	\$58 million	50	2009
Google	\$200 million	200	2006
Fidelity Investments	\$69 million	2,000	2006
Dell Computer	\$260 million	1,500	2005
Merck	\$47 million	200	2003



The Good News

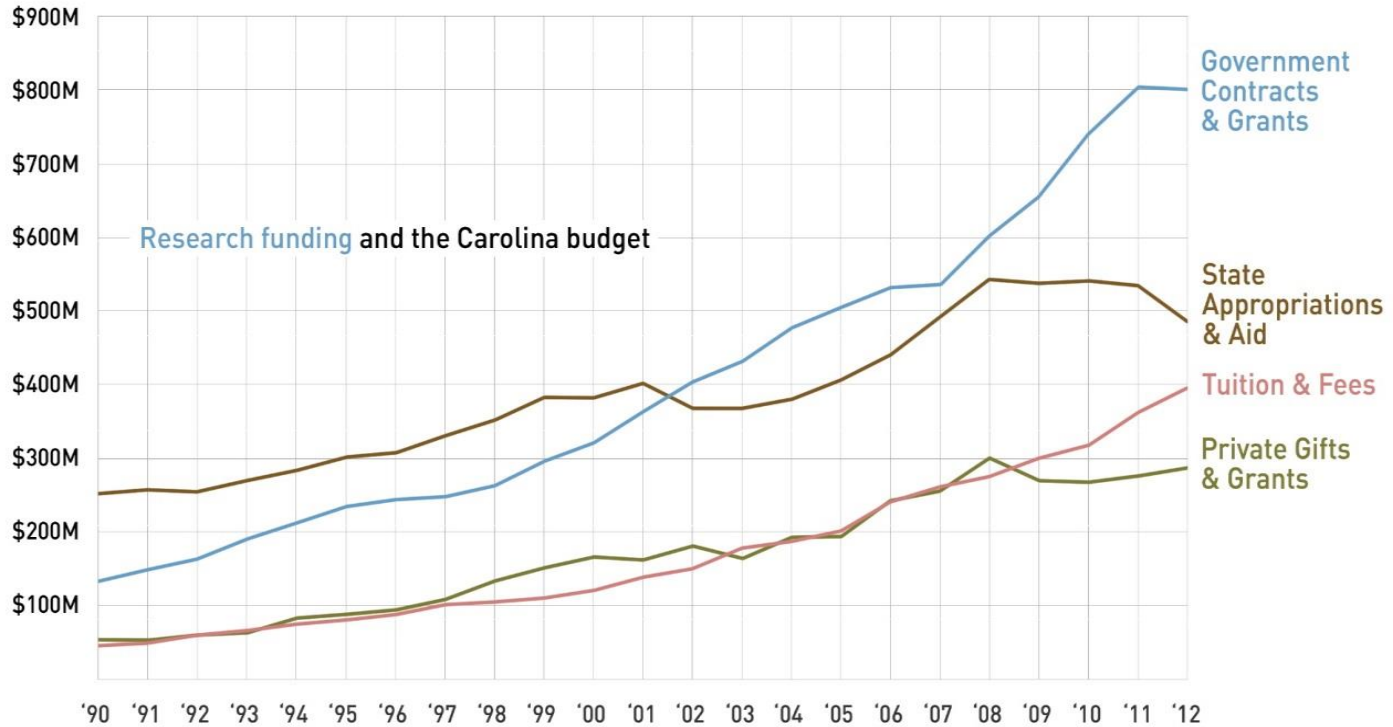
This business is already here:

UNC Research



Value of Research at UNC-CH

Research is the largest source of revenue at the University.



UNC
RESEARCH

Value of Research at UNC-CH

- Research is integral to UNC's **teaching mission**
- A strong research enterprise **attracts world class faculty**
- Research **drives UNC's rankings** and puts NC on the map globally
- A world class research university lures **NC's best and brightest students** – and keeps them in NC



Value of Research at UNC-CH

- Research **attracts industry** and promotes **economic development**
- It leverages NC's assets. **NC State**, **Duke**, **UNC-Charlotte**, **Wake Forest**, **NC A&T** collaborate
- The driving force behind the **Research Triangle Park**
- It's how we give back. **Discoveries** that **improve people's lives** - cures, treatments, products, jobs, understanding



The Business of UNC Research

- Not funded by appropriations
- Faculty compete like **small businesses** for **contracts and grants** from federal agencies, private industry, foundations
- **Research Labs, Centers, Institutes**
 - Marketing and business development
 - Chase contracts and service customers
 - Hire staff, make payroll, layoff staff
 - Suppliers are small (and large) businesses
 - Carry overhead. Must have operating reserves



The Business of UNC Research

- Few people know how **BIG** this business is...

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The Business of UNC Research

11th nationally in dollar volume of R&D

\$884 million (NSF 2012)

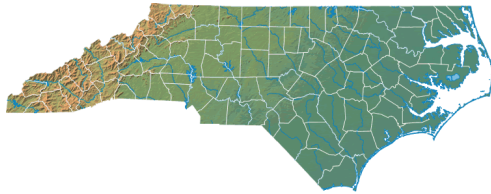
9th nationally in federal R&D

\$606 million (NSF 2012)



Value of Federal R&D

NC residents **send**
federal tax dollars
to Washington



Carolina's research
enterprise **brings**
federal tax dollars
back home

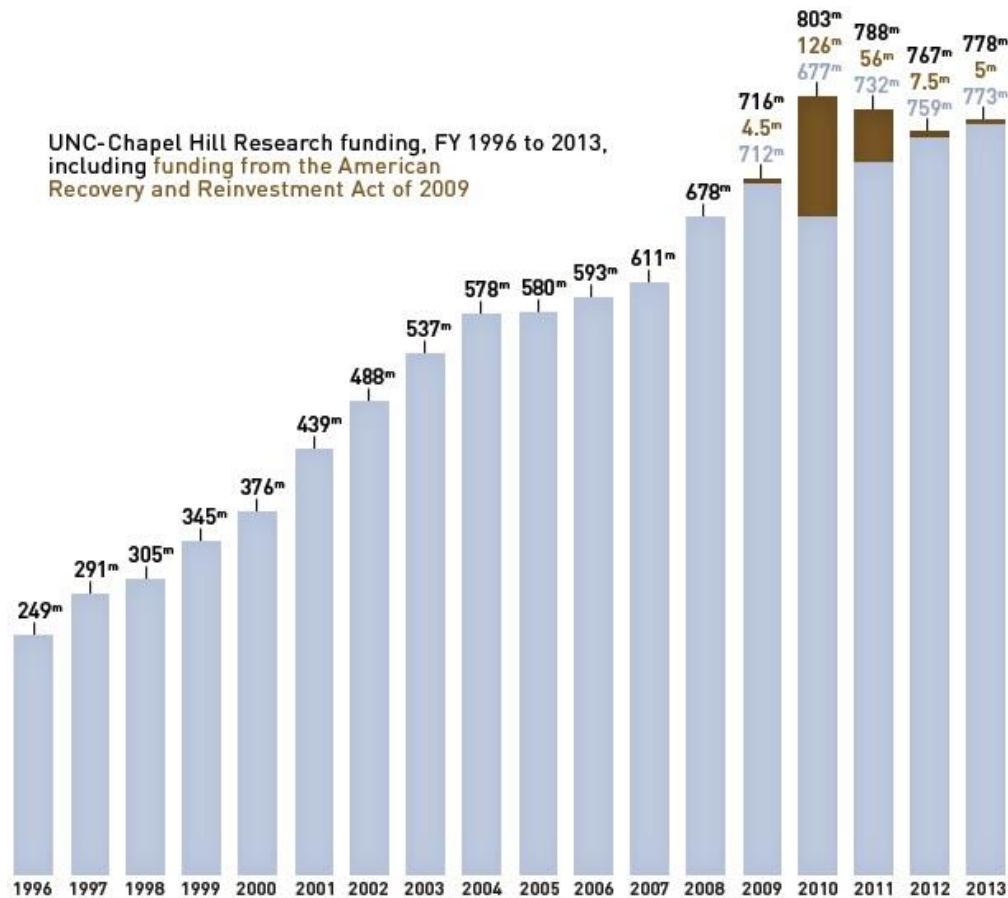


\$606M federal
research annually



Benefits to North Carolina

UNC-Chapel Hill Research funding, FY 1996 to 2013,
including funding from the American
Recovery and Reinvestment Act of 2009



Since 1996

UNC-CH's annual research awards have **more than tripled!**

UNC-CH has brought in **\$10 billion** in research to the state

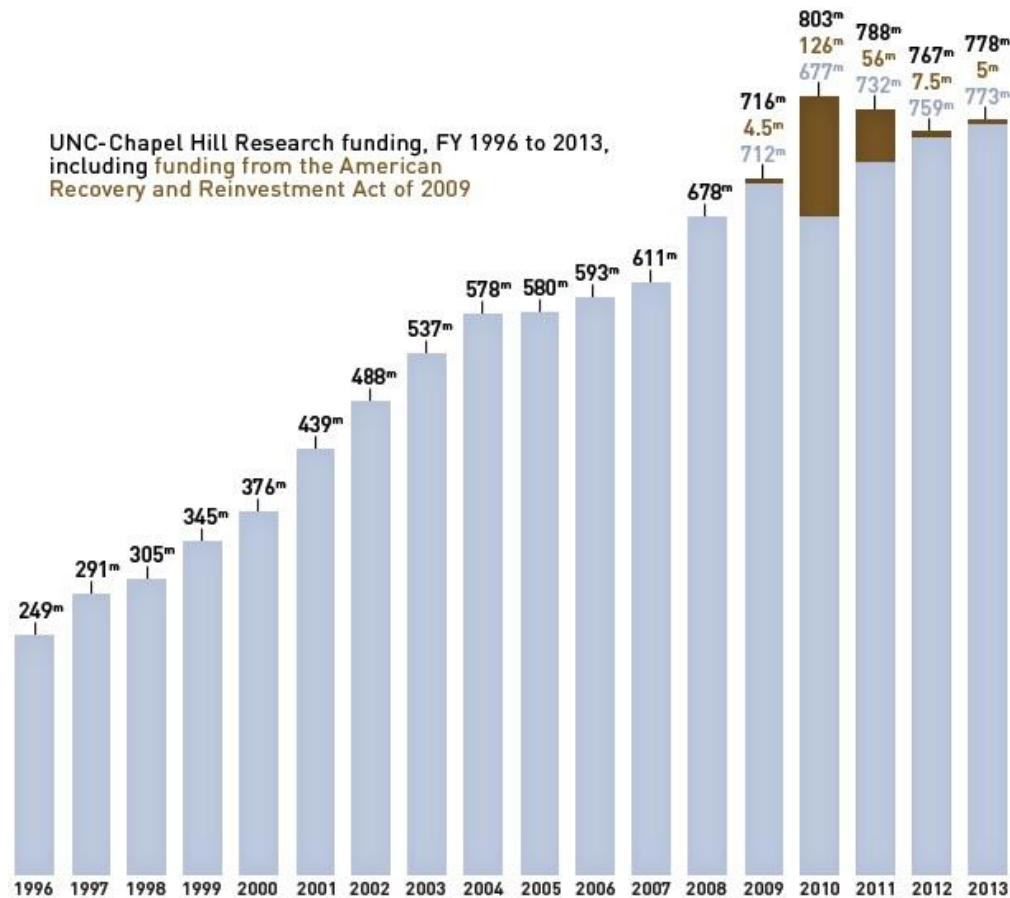
More than 90% of those dollars **originate from outside North Carolina**



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Benefits to North Carolina

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Over 770 US patents have been awarded based on research at Carolina

Over 80 spin-out companies have been created to date licensing UNC-CH technology

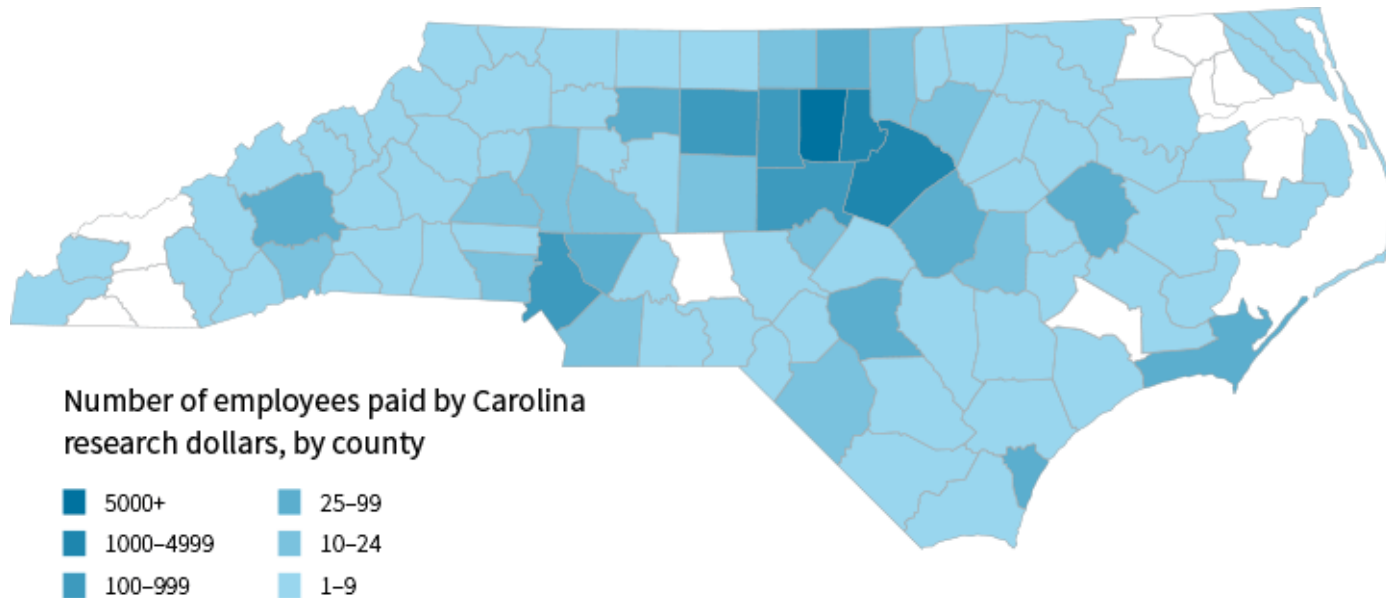
And that does not include spin-outs like **Quintiles!**



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Benefits to North Carolina

- In FY13, UNC-CH research directly supported over 10,300 individuals with a payroll of over \$300M



Benefits to North Carolina

- UNC research dollars fund vendors in the State of NC delivering further economic impact
- In FY13, UNC research projects funded:
 - More than **14,000 orders** to NC-based vendors
 - More than **1,100 different vendors** in **80 counties**
 - More than **\$70 million in purchases** in NC



Benefits to North Carolina

- Research spending and jobs have a major impact on the State's economy
- A range of multipliers show the value of UNC's extramurally-funded research to the State to be **between \$1 billion and \$2.5 billion annually**
- Multipliers show that UNC research produces **between 14,000 and 28,000 jobs** in North Carolina each year



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UNC Research

