




Positioned for Progress.

Presented by Innovation Quarter,
Winston-Salem, NC

DRIVE ECONOMIC GROWTH > > > BUILD VIBRANT COMMUNITY





**Individually, we are powerful.
Together, we can be transformative.
The convergence of like-minded
companies, people and organizations
creates an ecosystem where ideas can
grow, collaborations can emerge
and everyone can thrive.**

**But to thrive, you need a place with momentum—
a place where opportunity and potential meet.
The Innovation Quarter, a fast-growing knowledge
community in Winston-Salem, North Carolina,
is ready to accelerate into its next chapter.**

The potential is here. Access to top-tier talent.
Located in the heart of a downtown. A culturally
rich, yet affordable lifestyle. Winston-Salem is,
after all, the City of Arts and Innovation, where
tech fanatics, scientists, students and artists
engage and grow.





Rising from the remnants of old tobacco factories, the Innovation Quarter leverages the entrepreneurial spirit of its past with an eye toward the future to build a truly unique district. Nestled within the east end of downtown, residences, restaurants and entertainment are only a short walk away. Or, if you're looking for fresh air, go for a jog (or grab a Zagster bike) on the Long Branch Trail or relax on the grass of Bailey Park—both publicly accessible green spaces in the heart of the Innovation Quarter.

- + collaborative environment
- + unique location
- + vibrant community

We may not be the biggest city in North Carolina (we're fourth), but we have heart and a vision, one that's attractive to the emerging workforce and future leaders—marked by a collaborative environment, a unique location and a vibrant quality of life.



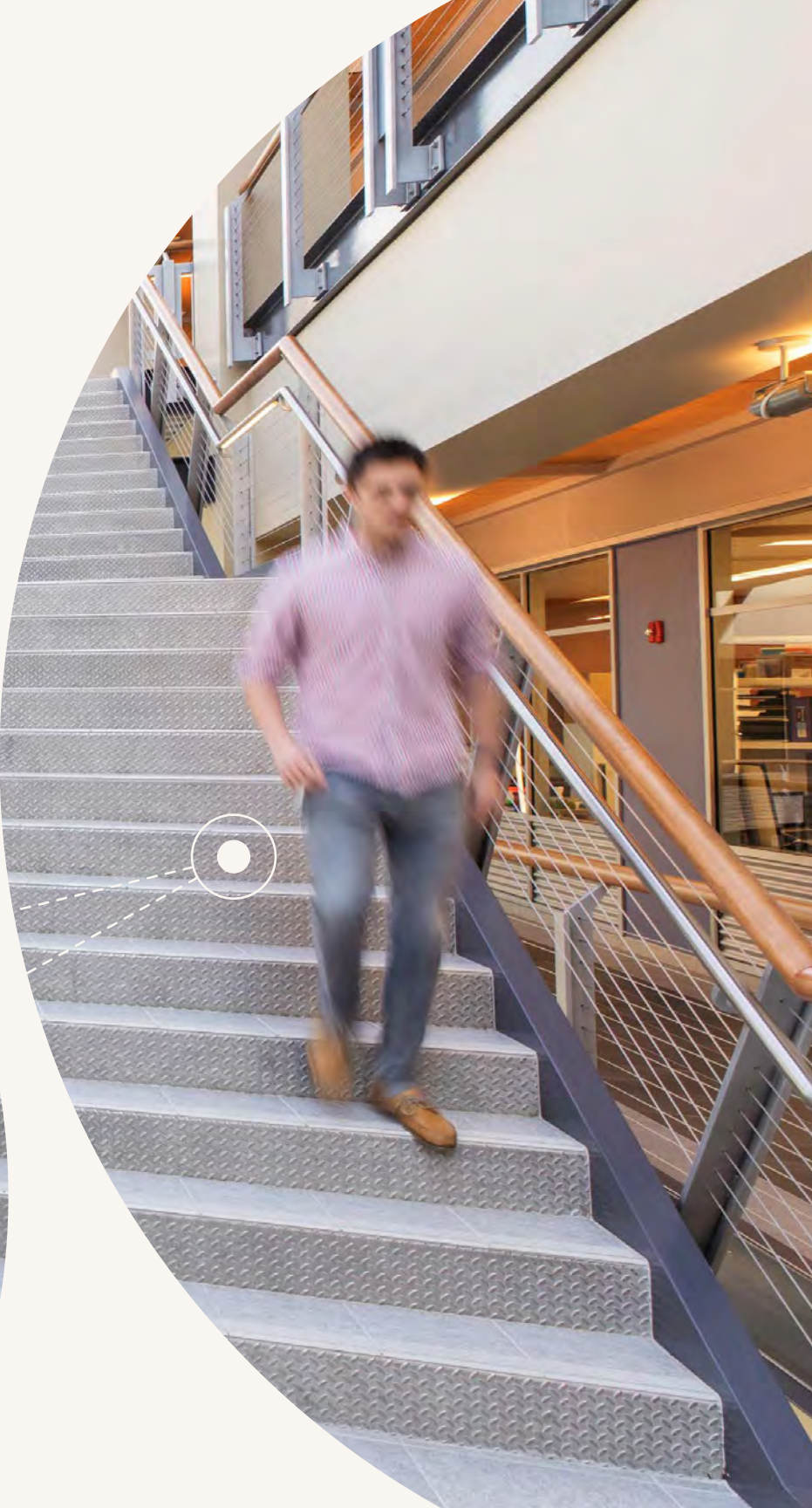


*Wake Forest Innovation Quarter in Winston-Salem
is emerging as one of the most distinctive
innovation districts in the U.S.*

BRUCE KATZ *Author of The Rise of Innovation Districts*

Access our
biggest asset.
Intellectual
capital.

From workforce trainees to MBAs to PhDs, our knowledge community is anchored by five distinct colleges and universities with access to even more institutions region-wide. There is no shortage of diverse talent. From a nationally ranked university with business, law and medical schools to a historically black university to one of the state’s largest technical colleges to a professional arts school—our students are primed for new opportunities.



The Innovation Quarter is home to pioneers such as the **Wake Forest Institute for Regenerative Medicine**, the world’s leader in tissue engineering; the **Center for Design Innovation**, a multi-campus research center for creativity, design thinking and advanced technology; and **the University of North Carolina School of the Arts**, where we are experimenting with augmented and virtual reality. To name a few.



Saving Football

Read about some of the leading research, happening right herein the Innovation Quarter, that is addressing the dangers of one of our nation’s favorite sports.

Find this story on hub.innovationquarter.com



Beyond traditional education, there is a blossoming entrepreneurial ecosystem and a host of programming from business accelerators to code camps that are shaping an adept workforce pipeline.

Through these pathways, we are better equipped to innovate at an intensity necessary for today’s challenges.



Unexpected Opportunities

Discover three institutions using the growing Innovation Quarter ecosystem to push the boundaries in the way they educate.

Find this story on hub.innovationquarter.com





5 Colleges & Universities

In the Innovation Quarter alone, five diverse institutions have strategically placed departments that align with the district's mission.



We believe in proximity.

INNOVATION QUARTER
ECOSYSTEM

09

ECOSYSTEM



Innovation doesn't happen in isolation. With shared spaces and diverse business clusters, we are creating an intentional system where both individuals and companies can thrive—a nexus, ripe for collaboration. It's a culture where small startup companies partner with global businesses and an academic enterprise finds synergy with a tech company.

Though varying in industry and size, the members of our community share a common goal—to move ideas and solutions forward.



Goler Community Development Corporation

Learn how this tenant of the Innovation Quarter is working tirelessly to make opportunity more equitable for our citizens. [Find this story on hub.innovationquarter.com](https://hub.innovationquarter.com)



What is the centerpiece of this type of collaboration?

Venture Café Winston-Salem, a physical epicenter for connections, creates an intentional space for inventors, CEOs, scientists, artists and the curious bystander to convene weekly to exchange ideas and inspire community and entrepreneurial momentum.

The first Venture Café was birthed in St. Louis as a community solution to the unrest in Ferguson, MO. It is focused on bringing together people who seek to build strong, inclusive ecosystems. Now a global network, Venture Café Winston-Salem is one of eight among locations like Boston, Tokyo and Rotterdam and is working tirelessly on its next big project: a center that will encourage, support and provide resources to small businesses or startups founded by women and people of color.

With programs such as Venture Café and an existing network built on proximity and collaboration, Innovation Quarter is, at its core, a place where everyone is not only be welcomed, but also challenged to help us build a modern city—one equipped to mobilize a diverse workforce and advance technology.





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1
OF
8

Global Venture Cafés

Venture Café Winston-Salem is the second most diverse gathering in its network.





I've lived all over the world. I've seen lots of places on the planet, and I have the benefits of all those experiences to know that there's something special here in Winston-Salem, and it's the Innovation Quarter. ... We have a tremendous community of innovators, investors and mentors

DAVID MOUNTS *Inmar: a leading digital analytics company*



Four Ways Winston-Salem is Creating a Hub for Entrepreneurs

Entrepreneurship takes a village; here are some ways our city and the Innovation Quarter are working to make that happen. [Find this story on \[hub.innovationquarter.com\]\(https://hub.innovationquarter.com\)](https://hub.innovationquarter.com)



We are a multifaceted community with collaboration at our center.

INNOVATION QUARTER
LIFESTYLE

14

LIFESTYLE

We've built something special here:



BAILEY
PARK
1.6 ACRES

LONG
BRANCH
TRAIL
1.7 MILES

INNOVATION QUARTER
LIFESTYLE

15

A flourishing innovation neighborhood focused on driving economic growth, but also committed to creating a lifestyle focused on wellness, culture and giving back. We have regular programming, designed to encourage the exchange of ideas through leisure— yoga in the park, family-friendly outdoor cinema, running groups, concerts and fundraisers.

In the heart of our neighborhood, you'll find Bailey Park, 1.6 acres of publicly accessible green space with a stage and a food truck court, making it a favorite lunchtime spot for students, workers and loft residents who gravitate to the green space with their dogs or their culinary cravings. If you bike, walk or run, find solace on Long Branch Trail, a 1.7-mile urban greenway, which connects to the city's larger trail system to create a 20-mile loop.

87

Winston-Salem's cost of living score

Our city has many of the amenities of a larger metropolis, but with an affordable lifestyle.

Winston-Salem at-large has a dynamic and growing nightlife, with unique dining experiences, craft cocktails and brews, and live music. And if you're still looking for more,

hit up any of the numerous events and festivals held in downtown Winston-Salem throughout the calendar year,

including the Winston-Salem Cycling Classic, the National Black Theatre Festival and RiverRun International Film Festival.

Long Branch Trail

Explore how a greenway project, stretching the length of the Innovation Quarter, is literally and symbolically pulling a community closer together. [Find this story on hub.innovationquarter.com](https://hub.innovationquarter.com)





116+

restaurants

Hotspots abound within walking distance, not to mention an annual calendar chock full of events and festivals.



1000+

residences

In addition to new and historic lofts in the Innovation Quarter, there are all types of neighborhoods around the city.



Winston-Salem's low cost of living juxtaposed against premium infrastructure extends your company's financial runway.

KEVIN DOUBLEDAY *Fluree: a startup tech company*

Discover a 28-acre greenfield, shovel-ready and primed for its new occupants—only blocks from the city center. With a master plan grounded in mixed-use development, your immediate neighbors will be a blend of retail, restaurants, hotels and other innovative companies. Totalling 330+ acres, the Innovation Quarter is broken into three major phases of development.



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Since 2012, 1.9 million square feet of mixed-use space has been completed as part of **Phase 1**—a blend of new construction and revitalized historic buildings. As part of **Phase 2**, future projects will anchor the central section of the Innovation Quarter, a site with all infrastructure already in place as well as immediate access to the community and activities happening in the northern part of the district.

Hop on either of the major interstates located in your backyard, leading you to major cities across the Eastern seaboard or to one of three international airports within a 1.5-hour or less radius. About half way between Washington, DC, and Nashville, TN, Winston-Salem is not only a convenient location for business travel, but it's also an easy drive to the Blue Ridge Parkway or to one of North Carolina's shining beaches for a weekend getaway.



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- PHASE 1 North District (Complete)
- PHASE 1 South District
- PHASE 2





28

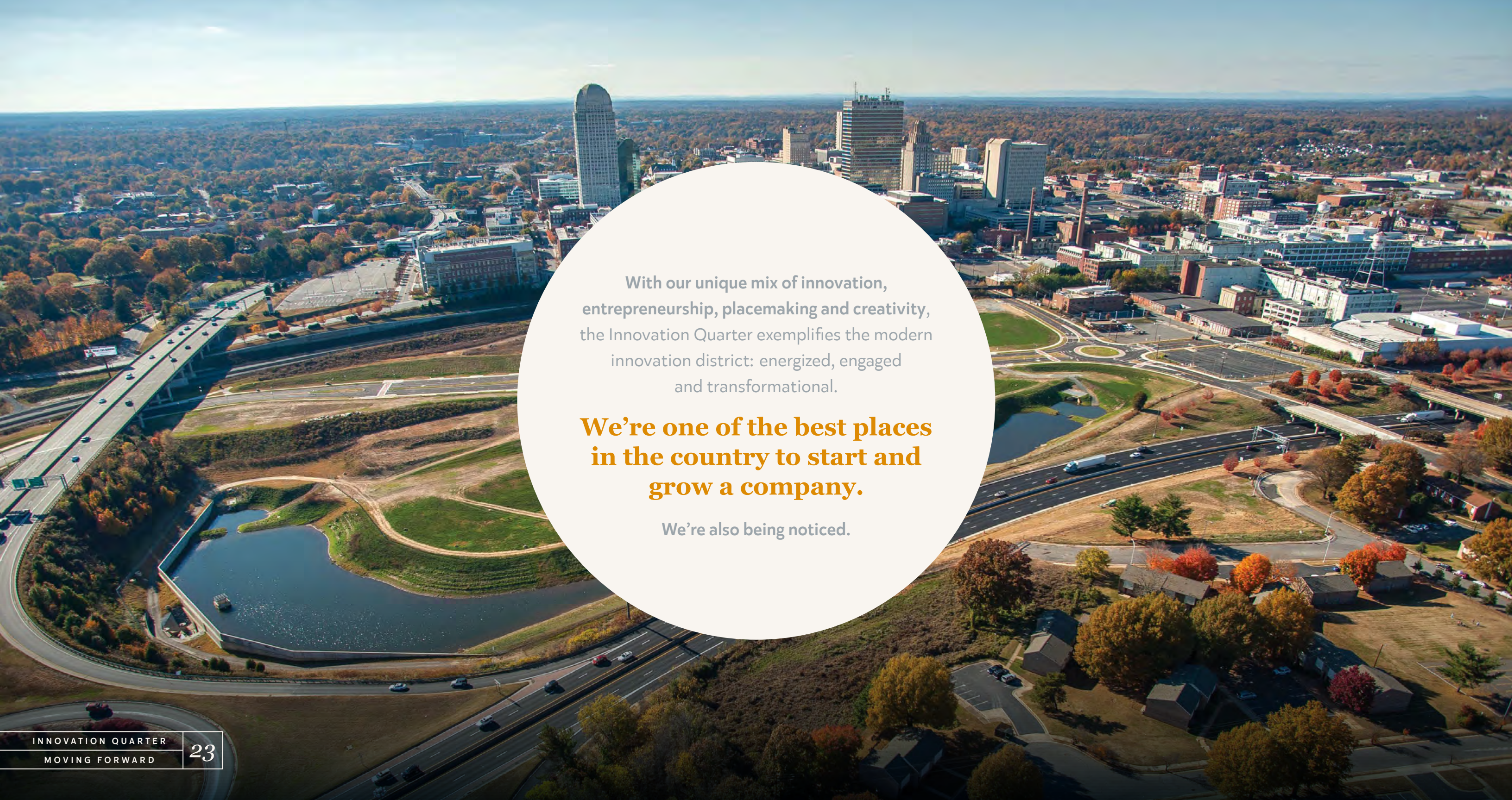
shovel-ready acres

Sitting at the intersection of Hwy 52 and Business I-40, this greenfield is primed for construction and already includes amenities like redundant fiber systems with unlimited capacity.

2.4

million square feet


With 1.7 million sq. ft. of mixed-use space already in place, 2.4 million sq. ft. will be developed in the next two phases.

An aerial photograph of a city skyline, likely Nashville, Tennessee, featuring the AT&T Building. The foreground shows a large, irregularly shaped pond or lake surrounded by green grass and some trees. A multi-lane highway runs along the left side of the pond. In the background, the city skyline is visible against a clear blue sky. A large white circle is overlaid on the center of the image, containing text.

With our unique mix of innovation,
entrepreneurship, placemaking and creativity,
the Innovation Quarter exemplifies the modern
innovation district: energized, engaged
and transformational.

**We're one of the best places
in the country to start and
grow a company.**

We're also being noticed.

An aerial photograph of a city, likely Nashville, Tennessee, showing a mix of urban development and green space. A large white circle is superimposed over the center of the image, containing text. The background shows a highway on the left, a park area with a pond in the lower left, and a dense city skyline with several tall buildings in the distance. The trees have autumn foliage.

The Innovation Quarter is part of the Global Institute of Innovation Districts, in conjunction with the Brookings Institution, Columbia University and the leading innovation districts around the world. Participating in this cohort will allow us to strategically connect with our global peers and provide leadership to emerging innovation districts. Bruce Katz, a leader in the institute, tweeted after his most recent visit, “[Innovation Quarter] is emerging as one of the most distinctive innovation districts in the U.S.”

An aerial photograph of a city, likely Knoxville, Tennessee, featuring a mix of urban buildings, green spaces, and a large body of water in the foreground. A large white circle is superimposed over the center of the image, containing text.

**These kinds of
partnerships position
us for continued progress
as we prepare for our next
big adventure.**

— + —

Inmar

Decode how these pacemakers in consumer digital analytics are working to make user's lives better, and find out why this global company has made its home in the Innovation Quarter. **Find this story on** hub.innovationquarter.com



Let's get started.

WAKE FOREST

BAILEY

*Drop us a line to learn more about
development opportunities.*



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