

# IT & TECHNOLOGY



## WHERE THE INNOVATION ECONOMY THRIVES.

The Charlotte Region supports a robust ecosystem of homegrown unicorns, established companies, and entrepreneurs that fuel industry growth. With a strong workforce and a variety of funding sources, the Charlotte Region is quickly becoming an attractive destination for all things tech.

**2 LOWEST CORPORATE TAX**  
burdens in the southeast (NC & SC)

**6**  
homegrown unicorns

**67,000**  
people employed in the sector



## “Tech talent in the Charlotte Region gives companies a head start.”

 SEEMANTINI GODBOLE  
CIO at Lowe's

## REGIONAL BENEFITS

### RAPIDLY EXPANDING WORKFORCE

Building on a diverse existing workforce, the Charlotte Region continues to grow with a commitment to training and development that keeps the region competitive across a number of sectors from fintech and healthtech to SaaS, AI and ML.

**67,000+**  
workforce with 23% growth in the last year

**15**  
higher education institutions with programs

**SECTOR STRENGTHS IN FINTECH, SAAS, AND HEALTHTECH**

**DISCRETIONARY AND REMOTE WORKFORCE GRANTS**



### LOCAL INNOVATION

The Charlotte Region has a demonstrated track record of being an excellent place to start a business, ranking in the top 10 in the U.S. This business-friendly environment is fueled by innovation assets to propel the region forward.

**14**  
accelerators and incubators

**370+**  
active firms

**6**  
homegrown unicorns

### FUNDING

The number of individuals and funds willing to consider investment in local Charlotte area businesses makes Charlotte an attractive market for relocation or expansion.

**110+**  
Investors (Angels, VC, Incubators)

**\$4 BILLION**  
in capital has been invested since 2020



### RECENT EXPANSIONS & RELOCATIONS

Companies that have chosen to grow, locate or expand in the Charlotte Region do so fast. From start-ups to established tech giants, the area fosters reinvention and new approaches to delivering smart solutions for both consumers and companies.

 **Microsoft**  
\$1 BILLION investment

 **ALBEMARLE**  
\$180 MILLION investment

 **LOWE'S**  
\$153 MILLION investment

### HOMEGROWN UNICORNS

 **avidxchange™**

 **oyster®**

 **PRINTFUL**

 **RED | VENTURES**

 **tresata**