

CEI

CEI - An affiliated corporation of Western Carolina University

Consulting Services

The Western Carolina University Corporation for Entrepreneurship & Innovation exists to solve the critical issues facing our clients, both large and small. We are in the unique position to provide a broad range of services and solutions to help organizations facilitate change, achieve their vision and optimize performance and productivity.

WCU's CEI provides faculty, staff and university services to assist your business with problem solving, testing, consulting services, and training. In the past year, we assisted regional businesses with strategic planning, acquisition integration, DNA testing, chemical analysis, quality training, lean manufacturing training, leadership coaching, economic impact studies, marketing solutions, patent commercialization, financial analyses, and a host of other services. We also work closely with WCU's Rapid Prototype Center to provide engineering and design services. Talk with us about helping your business to get to the next level

Who We Are

About Us

WCU's Corporation for Entrepreneurship and Innovation (CEI) is your easy access to university faculty, staff and services to assist your business with problem solving, testing, consulting services, applied research, and training. Approved by the UNC Board of Governors, incorporated in the state of NC, and organized on August 28, 2015, CEI is a for profit, C-Corporation dedicated to furthering the mission of the university, faculty and student community engagement, and facilitating regional economic development. We exist to help you and your business.

Contact Us

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Attention: Dr. Ed Wright, Director

Cell: 919-609-8102

CORPORATION FOR
**Entrepreneurship
& Innovation**



University Services

The Corporation for Entrepreneurship & Innovation provides access to university Faculty, services, and facilities for your business needs. We offer:

- *Business Development & Management Consulting*
- *Research & Data Analysis for Decision Making*
- *New Product Development Assistance*
- *Technical Support Services*
- *Training & Coaching*



Mission

The Corporation for Entrepreneurship & Innovation exists to solve the critical issues facing our clients, both large and small. Our unique approach is not only what differentiates us, but also what makes us successful. We are in the unique position to provide a broad range of services and solutions to help organizations facilitate change, achieve their vision and optimize performance and productivity.

Scope of Work

CEI is available to help with small, one-time consulting projects, mentoring, or expert advice to multi-year studies and design services. Our scientists perform expert analyses. Our data experts can “wring insight and hidden truths” from enormous data sets. Our business experts can advise you on the commercial feasibility of your ideas and product concepts.

*“We have been working with CEI for a number of years. It is so valuable to have that kind of resource for our business. They have helped us tremendously with HR Manuals, Marketing Plans and even production equipment modifications.”- Gene Robinson
CEO, Webster Enterprise*

Get the exact results you want!

We are very flexible in establishing the work agreement that you desire. Prices vary depending upon student engagement and university resources utilized.

A Sample of our Experts



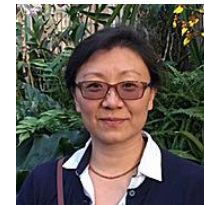
Dr. Todd Creasy
Project Management
Human Resources
Process Improvement
Team Development



Dr. Scott Rader
Social Media Marketing
Internet, SEO, & Web
Marketing Strategy
Market & Consumer
Research



Dr. Wayne Aho
International Business
Sales Strategy and
Business Development
Employee Job Satisfaction
and Motivation



Dr. Yue Cai Hillon
Participative Strategic
Planning
Competitive Intelligence
Research
Business Startup &
Operational Planning



Dr. Jon Marvel
Statistical Analysis
Operations Management
Simulation Modeling -
(Discrete Event)
Lean Process Improv.



Dr. Martin Tanaka
Product Design
New Product Development
Mechanical Design
Bio-Medical Engineering
Systems Engineering