

STARTUP-FRIENDLY COMMUNITIES READY TO HELP YOU THRIVE

SUCCESS[®]

THE
GROWTH
ISSUE

WOMEN
of INFLUENCE

50

WOMEN WHO
SHAPE OUR WORLD
INNOVATORS, EXPERTS &
INDUSTRY TRAILBLAZERS

Mel
Robbins

THE LET THEM MINDSET:
THE SURPRISING
SECRET TO RECLAIMING
YOUR POWER

TAKE A
VALUES-FIRST
APPROACH TO
PROGRESS

SET BOUNDARIES TO
ENHANCE WELL-BEING

MARCH / APRIL 2025
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FEATURES

38 2024 WOMEN OF INFLUENCE

Celebrating the bold women redefining our future: Meet the 50 *SUCCESS* Women of Influence award winners.

BY KERRIE LEE BROWN

62 THE BEST CITIES TO LAUNCH AND GROW YOUR BUSINESS

These startup-friendly communities are ready to welcome you with open arms – and offer the support resources needed to thrive.

BY SARAH KUTA

COURTESY OF WILD ALASKAN COMPANY, VISITGREENVILLE.ORG

An aerial photograph of a city, likely Greenville, South Carolina, showing a river with a waterfall, lush green trees, and modern buildings. A large white number '62' is overlaid on the bottom left of the image.

62

THE BEST CITIES

THESE STARTUP-FRIENDLY COMMUNITIES ARE READY TO WELCOME YOU WITH OPEN ARMS—AND OFFER THE SUPPORT RESOURCES NEEDED TO THRIVE.

BY SARAH KUTA

TO LAUNCH AND GROW YOUR BUSINESS

62 | SUCCESS MARCH/APRIL 2025

GREENVILLE, SOUTH CAROLINA

GROWTH 185% | 63

GREENVILLE, SOUTH CAROLINA

Over the past few decades, thanks to targeted revitalization efforts, Greenville, South Carolina, has transformed from a rundown former mill town to a vibrant, bustling, startup-friendly community. Home to some 72,000 residents, the city punches above its weight when it comes to support for entrepreneurs and, as a result, has become a magnet for new businesses.

Greenville's comparatively small size allows entrepreneurs to move quickly—here, startups can go from ideation to testing to launch in what feels like no time. And founders don't have to go it alone either. Organizations like StartupGVL, NextGEN and Village Launch are there to offer support, connections, mentoring and education every step of the way.

Greenville also has a low cost of living, which is a huge perk for cash-strapped entrepreneurs. Workforce development is a major priority; the city's population is growing, and the region is home to several colleges and universities, so you'll have no trouble finding employees to help grow and scale your business.

MA

Maybe you've discovered an overlooked solution to a major problem. Maybe you fantasize about being your own boss and setting your own schedule. Maybe you want to leave a legacy. Or maybe you just have a great idea that you can't stop thinking about.

Whatever your reason for starting a business, you'll want to think long and hard before putting down roots for your burgeoning company. In entrepreneurship, as in real estate, success often boils down to *location, location, location*. The best places for starting and growing a business have deep talent pools, a low cost of living coupled with a high quality of life, educational resources, supportive mentors and a welcoming community of creatives and changemakers.

Ready to embark on your entrepreneurial journey? Consider setting up shop in these startup-friendly cities across the country.



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