MARCH MARCH
2018-2019

Let's get started.
www.startupvirginia.org
Who We Are

AT STARTUP VIRGINIA, WE CHAMPION PASSIONATE ENTREPRENEURS WHO ARE TURNING TODAY’S POTENTIAL INTO TOMORROW’S PROGRESS

Startup Virginia (SVA) is a nonprofit, high-growth business incubator dedicated to advancing businesses that build a long-term, sustainable economy for Virginia. We currently serve 68 startup companies, more than 180 mentors and subject matter experts, and a regional investors network. SVA also provides entrepreneurial guidance and education that is open to all. With support from our partners, mentors, investors, and donors, we help entrepreneurs reach their full potential.

In a region of over 1.3 million people, SVA’s founders saw an opportunity to create the region’s only business incubator focused on helping high-growth, scalable companies. In March 2016, SVA was established by like-minded entrepreneurs deeply invested in Richmond’s innovation ecosystem as a full-service incubator.

Fast forward two years, SVA is quickly becoming a bastion of growth for startups in central Virginia and beyond. With Virginia recently ranked 4th on Forbes’ Best States for Business, the timing could not be better.

OUR GOALS

» Help startups grow faster and smarter than they would on their own.
» Anchor Richmond’s identity as a startup hub, and enhance Virginia’s position as a high-growth startup destination.
» Solidify our business operations, strengthen our sustainability, and increase our capacity to serve members.

Current Projections

STARTUP VIRGINIA’S FINANCIAL MODEL

Startup Virginia is a 501(c)(3) nonprofit organization with an annual operating budget of $738,394 for FY2019. Our financial model includes approximately 45% of revenue coming from earned income through startup membership fees. With no additional support or change in budget, this leaves approximately $400,000 to be fundraised in the Richmond region each year to sustain our programming efforts.

We are proud to say that 73% percent of all operating costs are program-related. And in just one year, we already see opportunities to further resource our entrepreneurs with even greater donor support.
### SVA Members

- **68** member companies
- ~300% member increase since moving to 1717

### Membership Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Workspace</td>
<td>12</td>
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<tr>
<td>Small Office</td>
<td>5</td>
</tr>
<tr>
<td>Medium Office</td>
<td>2</td>
</tr>
<tr>
<td>Virtual</td>
<td>3</td>
</tr>
<tr>
<td>Large Office</td>
<td>46</td>
</tr>
</tbody>
</table>

### Programming

- **95 programs**
  - Trainings, workshops + events
- **2,549 total attendees**
  - 35% females
  - 65% males
  - 29% minorities

### Mentor Network

- **180+ mentors on boarded**
- **220 average number of mentor hours per month**
- 94% founders report using SVA’s mentors
- 40% report 12+ hours/month with mentors

### Member Satisfaction

- **94%** avg monthly member satisfaction score
- 93% satisfied with the space
- 88% satisfied with mentors
- 83% satisfied with the programs

### SVA Benefits

- 35 members have redeemed **$1.035M** in Amazon Web Services (AWS) credits
- 11 members have applied to HubSpot for Startups and together are saving **$45,000+ annually**
38 members reported earning revenue at the end of 2018.

$5.7M total revenue.

440 FTE employed by members.

$23M economic impact of wages.

$2.7M total revenue earned in 2017.

$116K average revenue per member in 2017.

$5.1M total revenue earned in 2018.

$223K average revenue per member in 2018.

52% members raised capital in 2018.

$26M total amount members have raised.

$1.17M amount CVA Angels invested in 3 local companies in 2018.

37% members received funding from angel groups and/or venture capitalists.

65% increase since moving to 1717.

147 members+ employees use our space regularly.

13,430 cups of coffee brewed by members.

~$100 of free food enjoyed by members each month.

55 number of times members were featured in the news.

93% increase of total revenue from 2017-18.

92% increase of avg revenue per member from 2017-18.
HOW STARTUP VIRGINIA WORKS

PEOPLE
The Power To Make A Difference

MEMBERS
We are proud to be home to a talented group of founders and their teams whose high-growth companies are setting a new trajectory for Virginia’s future.

MENTORS + PARTNERS
Our mentors and corporate partners provide specialized coaching at every stage in the startup process, helping our members face challenges and find solutions.

> Learn more on page 8.

INVESTORS
From active investors offering guidance to passive investors providing funding, they are all essential to building businesses that move our Commonwealth forward.

PROGRAMS
Startup Success Starts Here

EDUCATION
Startups face unique challenges daily. Our educational programs are designed to cover an array of relevant business topics that inform and inspire. Leveraging our mentor network and corporate partners, we empower individuals from all experience levels.

EVENTS
As the go-to resource for entrepreneurs in Central Virginia, we organize and host events to connect our members and the community. By creating more opportunities for interaction with industry professionals and thought leaders, we know great things can happen.

> Learn more about the programs we offer on the next page.

PLACE
Welcome to the Innovation Center

1717 INNOVATION CENTER
Originally owned by our founders and sold to Capital One in 2017, Startup Virginia moved into the 1717 Innovation Center in March 2018, as the lead tenant and utilizes the building for educational programming, events, offices, and open workspace for our members. The space is designed to help startups grow, compete, and succeed in the tech and innovation ecosystem in Virginia and beyond.

Located in historic downtown Richmond, the 100-year-old former tobacco warehouse offers 42,000 sq. ft. of space and acts as a central hub by which members and the greater entrepreneurial community can connect and collaborate.

“Startup Virginia has become the ‘home’ for entrepreneurs in Richmond. I cannot thank them enough for providing essentials such as quality mentors and inviting office space.” JEFF BECK, CO-FOUNDER, ANSWERSNOW
**Breakfast Club + Socials  **  MONTHLY
Breakfast Club encourages members to have fun, share ideas and leverage each other’s experience as SVA members. Our monthly socials welcome members, mentors, and investors to share an evening of great conversation over drinks and light snacks.

**Founders Roundtables  **  MONTHLY
These discussions are designed to facilitate an open dialogue among small groups of founders on the challenges and rewards of the startup journey. In a relaxed, confidential setting, members share experiences, test new ideas, and provide support for one another.

**Leadership Development + Mindfulness Workshops  **  QUARTERLY + AS NEEDED
These holistic programs introduce startup founders and their teams to personal effectiveness training through the lens of emotional intelligence and business aptitude. Members are also introduced to tools for managing stress, helping to cultivate creativity and a positive corporate culture that lead to sustainable businesses.

**Lunch n’ Learns  **  AS NEEDED
These workshops educate and connect members with knowledgeable professionals who provide deep-dive guidance, one-on-one coaching, and business know-how. Topics are selected based on member feedback collected through monthly surveys.

**Member Roundtables  **  MONTHLY
With organizational support from SVA, members are encouraged to organize industry-specific roundtables (ex: EdTech Roundtable) to share experiences and discuss best practices with each other. Outside community members may be invited to join.

“Startup Virginia is one of the most supportive and inspiring communities I’ve ever experienced. It’s an honor to be part of such a wonderful community, and it pushes me to give my absolute best to ensuring that our company grows, thrives, and is able to give back as much as we can.”  **DAVID WAL TENBAUGH, CO-FOUNDER, ROOT VIRTUAL REALITY**
PROGRAMS OPEN TO THE COMMUNITY

CVA Angels Pitches  MONTHLY
Pitches provide an opportunity for startups seeking capital to connect with our accredited angel investors. Each pitch is followed by time for questions and then private discussions among the investors. After pitches, all attendees have time to meet and mingle.

Entrepreneur Certificate Course  SPRING / FALL / SUMMER WEEKEND BOOTCAMP
This free series of nine classes is designed to help individuals develop the business skills necessary to validate their vision, grow their startup, understand fundraising vehicles, and pitch to potential investors:

- Class 1: Define Your Idea
- Class 2: Establish Your Value Proposition
- Class 3: Validate Your Customer Acquisition Strategy
- Class 4: Create Your Marketing & Sales Strategy
- Class 5: Sales Tools for Startups
- Class 6: Understand Startup Finance
- Class 7: Develop Personnel and Legal Strategies
- Class 8: Discover Funding Options in Virginia
- Class 9: Design Your Pitch Deck

SVA Backstage Pass  QUARTERLY
This evening event is designed to help educate, inspire, and connect anyone interested in growing Richmond's entrepreneurial ecosystem. Each event, an engaging entrepreneur shares their story on what worked, what didn't, and what they'll do differently next time.

SVA Builder Series  QUARTERLY
Partnering with industry experts, educators, and mentors, the series is meant to provide entrepreneurs with practical information that can be readily applied to their businesses for actionable results.

Come For A Visit  MONTHLY
Every month, we invite the community to join us for an info session to find out what SVA is all about. We discuss our memberships, mentor network, extensive programs and tour SVA's dynamic workspace. We also share ways to connect and get involved.
Mentors and corporate partners are at the heart of the Startup Virginia experience and help drive our members to success.

Our mentors and corporate partners come from a wide variety of professional backgrounds and represent an array of industries to offer unique viewpoints. Our Director of Startup Growth proactively resources members’ needs and strategically matches members to mentors and corporate partners who have the expertise most relevant to their individual business or challenge.

Because mentors are a vital part of our culture, we hold them to the highest of standards. We select those who have the professional credentials, as well as the time and passion to devote to our members. Our mentors are either a Subject Matter Expert (SME) offering deep industry or functional expertise in a specific area (e.g. finance, marketing, sales, strategic planning, technology, etc.), or an Entrepreneur Mentor, who in addition to being an SME, has been directly involved in founding a startup.

“It’s such an amazing experience to be surrounded by great leaders, mentors, cohorts! I’m so thankful to be part on this community. Today, I met with an amazing mentor and was supported by another cohort.” AMBER MANRY, FOUNDER, BITCUBS

“This place is pure awesome! Amazing community and obvious that the staff and mentors care about the startups. I’m thankful for the opportunity to be a mentor here and personally find that I frequently find myself learning from the startups and other mentors.” CHIEDO, SVA MENTOR
WHY INVEST IN STARTUP VIRGINIA?

Value Proposition #1

BUSINESS INCUBATORS DRIVE ECONOMIC GROWTH & JOB CREATION

As of May 2018, the mean salary in Richmond is $51,330, according to the Bureau of Labor Statistics.¹ With our incubated member companies employing a workforce of 440 persons, we are able to add to the local economy, the tax base of the city, and the skilled labor market. If you extrapolate the average salary to the number of employees from our members, we are adding $22,585,200 to our local economy.

National statistics show that 84% of companies that graduate from an incubator stay in the communities where they were incubated. More SVA members and alumni means a more robust talent pool and healthier job economy for our region.

A stronger startup economy means a stronger overall job economy, which is excellent for corporations who have made Richmond their home. Startups are known for their ability to attract new, young talent to the region, which means an improved applicant pool for all.

SVA’S ECONOMIC IMPACT

<table>
<thead>
<tr>
<th>TOTAL # OF SVA COMPANIES</th>
<th>68</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL # FTE</td>
<td>440</td>
</tr>
<tr>
<td>ECONOMIC IMPACT OF WAGES</td>
<td>$22,585,200</td>
</tr>
</tbody>
</table>

Value Proposition #2

STARTUP VIRGINIA ANSWERS A DEMAND FOR ENTREPRENEURIAL SUPPORT

Since moving into the 1717 Innovation Center on March 1, 2018, Startup Virginia has seen incredible community interest and growth, attracting founders, mentors, and investors while developing programming for all.

STARTUP VIRGINIA’S IMPACT

» Startup Virginia supports 68 diverse companies

Our founders are building high-potential startups across all industries right here in Richmond. And our membership continues to grow each month, with a diversity of entrepreneurs seeking the opportunities and resources we provide to our members. Our members are also diverse demographically with 40% of companies led by minority and/or female founders.

MEMBER SATISFACTION

Startup Virginia takes our membership satisfaction seriously. We understand the importance that founders finding value in our organization has on our larger goal of creating new growth and development in our community. We poll our members monthly to remain accountable to our promise. In our first year of operation at 1717, we have exceeded our goal each month of over 90% founder satisfaction.

» Mentors exceed 220 hours per month with members

Quality mentoring is part of what distinguishes us from a traditional co-working space, and our robust 180+ mentor network represents some of the region’s most influential and successful business leaders. Comprised of serial entrepreneurs, executives, and subject matter experts – the guidance that members need are literally at their fingertips.
» Investors have invested a total of $26 million in local early-stage startups

Access to investment capital is another key factor to startup success. To date, Startup Virginia members have raised a total of $26 million and 52% of our members raised capital in 2018.

We are proactively strengthening our relationships with various investor networks to continue expanding investment opportunities. These efforts include a collaborative relationship with Trolley Venture Partners, an investment fund for early “seed stage” business ventures that operates out of Startup Virginia’s offices.

In addition to building relationships with other regional investor networks, we facilitate opportunities for funding through our CVA Angels network. This early-stage angel investment group is made up of over 290 accredited investors across Central Virginia. As an example, over the past year, CVA Angels invested $1.17 million in three local startups: Grenova, ARtGlass, and Occasion Genius. To date, CVA Angels has featured over 75 companies and raised collectively over $4.5 million for startups.

» SVA programs have attracted 2,500+ participants

Startup Virginia’s programming creates learning and networking opportunities for our members and the greater community. We take great pride in providing much of our educational programming at no cost to the greater Richmond community. Since April 1, 2018, Startup Virginia has offered 95 workshops/events, with more than 2,500 participants, and 4.8/5 participants indicating they would recommend our programming to a peer.

ENTREPRENEUR CERTIFICATE COURSE

While our programming focus is on building the success of high-growth startups, we are very much committed to serving as an inclusive resource for all entrepreneurs in the region. As part of that commitment, we offer a free, nine-week Entrepreneur Certificate Course, addressing all aspects of launching a successful business.

Now in our third course series, every class has been full, proving there is a need for this offering in the Richmond region. Of the 850 participants in our first three series, 48% were women and 40% were minorities (23% of that African American).
Value Proposition #3

BUSINESS INCUBATORS CREATE A HIGH-FUNCTIONING ECOSYSTEM THAT WILL CREATE AND SUSTAIN NEW BUSINESSES

Research demonstrates that entrepreneurship drives economies by empowering individuals, improving standards of living throughout a community, and creating jobs, wealth, and innovation in the economy. In fact, new and young companies account for virtually all net new job creation in the U.S.\(^1\)

However, recent data also shows that rates of entrepreneurship in America have fallen near a 40-year low, and that this decline is occurring in all 50 states, in all but a handful of the 360 metro areas examined, and across a broad range of industry sectors, including high-technology.\(^2\)

Communities should think beyond recruiting companies from other jurisdictions and retaining existing companies, and also focus on growing new companies. By investing in a business incubator, startups will be better connected to quality resources and support, and will have significantly increased rates of success. In other words, business incubators reduce the risk of failure.

The International Business Innovation Association reports that companies participating in a business incubator have a survival rate of 87%, as compared with 44%-66% for unassisted companies.

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What's Ahead

OUR STRATEGIC GOALS > 2020-2022

As a startup ourselves, we recognize the importance of setting long-term goals to ensure our success. SVA has identified three strategic goals and the tactics to achieve over the next three years.

#1: Help startups grow faster and smarter than they would on their own.

Establish a comprehensive framework for member success.
- Support members as they develop and navigate their own unique pathway.
- Provide a consistent set of tools, programs, and resources for members.
- Collect business data to track and report member outcomes and success.

Strengthen and enhance our programming model.
- Identify and deliver the right balance of programs, events and activities to engage and support members, mentors, investors, and the broader entrepreneurial community.

Leverage a growing mentor and partner network.
- Develop a long-term plan to create a more fully engaged mentor network that creates value and connections for entrepreneurs, mentors, and Startup Virginia.
- Design and build a corporate partner network.

#2: Anchor Richmond’s identity as startup hub, and enhance Virginia’s position as a high-growth startup destination.

Collaborate with Richmond’s broader entrepreneurial ecosystem to build a more vibrant startup community.
- Boost our marketing and outreach efforts to reach a broader audience.
- Expand our Entrepreneur Certificate Course to equip a larger number of current and aspiring entrepreneurs with new tools and resources.
- Continue to develop strategic partnerships in ways that drive collective impact and ecosystem growth.

Amplify our brand and the success of our member startups at a regional and national level.
- Pursue opportunities that position our organization as an active and visible champion of high-growth startups.
- Broadcast the success of our members and Richmond’s thriving ecosystem at a national and regional level.

Participate with organizations to catalyze innovative business growth and investment throughout Virginia.
- Be an active part of the statewide entrepreneurial community.
- Strengthen the existing investor network, and attract and engage new investors to Virginia.
- Support advocates for high-growth startups in Virginia

#3: Solidify our business operations, strengthen our sustainability, and increase our capacity to serve members.

Develop our operational infrastructure.
- Select and deploy a robust data management system.
- Develop and document operational systems and processes.
- Develop a long-term board strategy, including the establishment of an Advisory Council.

Develop and deploy a balanced fundraising and investment strategy.
- Create a plan to establish a balanced model for fundraising and income generation that includes a sustainable base of recurring revenue from multiple sources, and specific activities to strengthen and grow in targeted areas.
- Identify and deploy a scalable software platform to support our fundraising activities, and develop a process to maintain the data and leverage our donor network.
SVA is positioned to build on the entrepreneurial momentum in Richmond and cultivate a community for founders with the essential support needed to thrive.

Your support is essential to our ability to accelerate the pace of growth for our member companies and the entire entrepreneurial community. A report from The International Business Innovation Association indicates that $1 of public investment in an incubator equals $30 in local tax revenue from alumni and member companies. Your investment in SVA will resound loudly in the region and its economic health.

**INDIVIDUAL BENEFITS**

- Helping SVA deliver our mission by providing funding for entrepreneurs to participate in programming
- Permanent placard at the 1717 Innovation Center for Founder’s Circle members
- Opportunities to engage and mentor SVA’s high-growth businesses
- Invitations to events and donor receptions
- Recognition in SVA digital and print publications
- Endowment support for SVA’s long-term sustainability
- Gifts are tax deductible

**STARTUP VIRGINIA’S DONOR GROUPS**

**Innovator’s Club: $2,500+** The Innovator’s Club is a group of visionaries committed to supporting the mission of connecting entrepreneurs to the resources they need to create, launch, and grow businesses. Members are donors who make an annual calendar year contribution of $2,500+.

**Founder’s Circle: $25,000+** The Founder’s Circle is a group of individuals that recognize the importance of entrepreneurship in Richmond, believe in Startup Virginia’s mission, and are instrumental in the success of our organization. Members are donors who make a gift or pledge (paid within 5 years) of $25,000+.

**SPECIAL THANKS TO OUR DONORS**

**FOUNDER’S CIRCLE**

Karen Booth Adams  
Bryan Bostic  
Brad Cummings  
Jim Dotter  
Larry Eiben  
Andy Frank  
John Kemper  
Justin Knight  
Will Loving  
Keith Middleton  
Bob Mooney  
Rich Reineke  
Jim Ukrop  
Sandy Williamson  
Ting Xu

**INNOVATOR’S CLUB**

Krissy Gathright
## CORPORATE BENEFITS*

*Based on Annual Contribution*

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>FOUNDING PARTNER</th>
<th>SUPPORTING PARTNER</th>
<th>SVA PARTNER</th>
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<tbody>
<tr>
<td></td>
<td>$100,000+</td>
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<td>$10,000+</td>
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<td>$5,000+</td>
<td>$2,500+</td>
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<td><strong>BRAND RECOGNITION</strong></td>
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<tr>
<td>Speak/announce at any Startup Virginia event</td>
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<td></td>
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<tr>
<td>Permanent placard at the 1717 Innovation Center</td>
<td>2 placards (logo + description)</td>
<td>1 placard</td>
<td>w/ 3-yr pledge</td>
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<tr>
<td>Recognition on SVA's electronic communications</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on website and SVA publications</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on SVA's electronic communications</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td><strong>STARTUP ENGAGEMENT</strong></td>
<td></td>
<td></td>
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<tr>
<td>A custom, skills-based volunteer opportunity for your employees to mentor/coach startups</td>
<td>X</td>
<td></td>
<td>X</td>
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<tr>
<td>Access to startups through exclusive experiences alongside other leaders in SVA’s network, including skills-based mentoring and networking opportunities</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Share your professional expertise by delivering Lunch n’ Learns or workshops at SVA</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td><strong>PROGRAMMING</strong></td>
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<tr>
<td>Opportunity for a custom 2-hour program, including a tour and light reception at 1717 (based on availability) for employees and clients</td>
<td>X</td>
<td></td>
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<tr>
<td>Opportunity to participate in cross-functional events with other Founding and Supporting Partners</td>
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<td></td>
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<tr>
<td>Collaborate with SVA on full-day programs for your employees (up to 70 people)</td>
<td>4x/yr</td>
<td>2x/yr</td>
<td>1x/yr</td>
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<tr>
<td>Invitation to participate in exclusive events including Innovator’s Club receptions</td>
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<tr>
<td>Invitation to annual donor reception</td>
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<tr>
<td><strong>1717 SPACE USAGE</strong></td>
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<tr>
<td>Leverage space at SVA for executive retreats (option to include small breaks with SVA startups)</td>
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<td></td>
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<tr>
<td>Access to SVA’s open workspace for approved work teams</td>
<td>X</td>
<td></td>
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<tr>
<td>Request use of meeting space at SVA for up to 12 people (based on availability)</td>
<td>Unlimited</td>
<td>5x/yr</td>
<td>3x/yr</td>
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<td><strong>COMMUNICATIONS</strong></td>
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<td>Quarterly donor email updates</td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Annual impact report on use of your funds</td>
<td>X</td>
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<td>X</td>
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<tr>
<td><strong>OTHER</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select a representative to serve on SVA’s Board of Directors</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to nominate an SVA Advisory Council member</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Option of allocating 5% of your donation towards SVA’s diversity and inclusion scholarship fund</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Endowment support for SVA’s long-term sustainability</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

*Corporate levels and benefits listed above are examples of some of the ways your organization can leverage its partnership with Startup Virginia. We would be happy to customize a plan for your organization.*
SPECIAL THANKS TO OUR CORPORATE SUPPORTERS

Partnering with Startup Virginia gives businesses the chance to engage with high-growth startups. By providing annual funding and expertise we can build a more vibrant startup community.

FOUNDING PARTNERS

$100,000+

SVA PARTNERS

$25,000+

$10,000+

$5,000+

$2,500+

NATIONAL PARTNERS

AWS

HubSpot

STARTUP VIRGINIA
1717 INNOVATION CENTER
1717 E. Cary St, Richmond, VA 23223
startupvirginia.org
contact@startupvirginia.org

Let's get started.