

# WE CREA+E CAPITAL



## INVEST IN IDEAS THAT SHAPE THE FUTURE

KCSourcelink tracks the flow of equity capital and grants into Kansas City companies—because we know that startup and early-stage companies need capital to fuel growth.

However, studies in 2012 suggest that Kansas City lacked that capital. Published in June 2015, We Create Capital 2015 provided a clearer picture of the funding landscape for emerging and growth businesses in the Kansas City region and

an action plan to address the gaps.

Since then, individuals and organizations across the Kansas City region have rallied to improve access to capital for area entrepreneurs.

KCSourcelink and our network of 240+ service providers have worked to create a continuum of resources to support entrepreneurs, from early-stage through growth and expansion.



Kansas City has so much support and resources for small businesses and an appetite for innovation. The collaboration and funding opportunities in KC have given my company the jumpstart it needs to really make a difference.

— Philip Hickman, PlaBook

## KC Investment Continuum

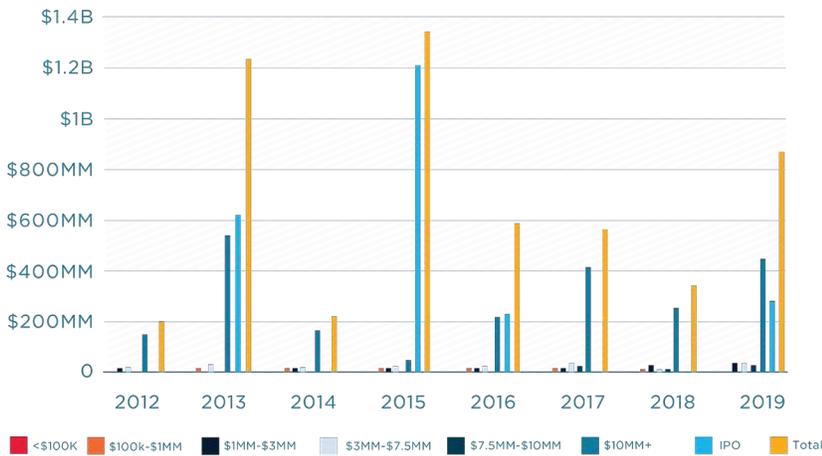
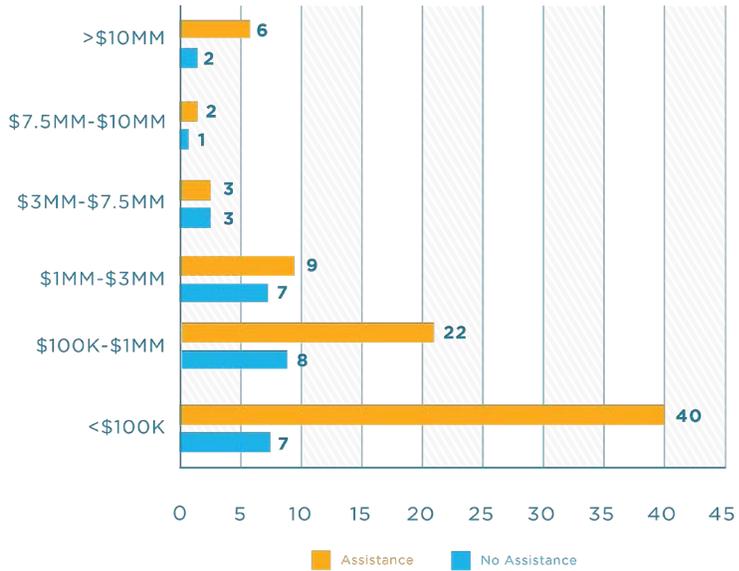
Early-stage grant programs and equity investments pressurize the pipeline for later investment. The community must support these early-stage funders in KC’s capital continuum if our companies are to survive the “valley of death” and achieve ultimate economic impact.



## A Little Help Helps

KCSourceLink connects entrepreneurs and small business owners to a network of **240+ resources**. Having access to the expertise of those business-building resources matters, especially when seeking funding.

Overall, 75% of the companies who raised funding in 2019 received assistance from local entrepreneurial support organizations. For companies that raised less than \$1 million, the percentage that received assistance was even higher: **81 percent**.



## Value of Investments, 2012-2019

The total value of equity investments and grants in 2019 was \$566 billion, compared to \$350 billion in 2018 (not including IPOs). The number of deals was similar, 110 in 2019 vs. 112 in 2018.



Early-project funding was critical to launch our product's beta and led to bigger wins and investments. The pipeline in KC has connected us to investors, mentors and other founders who've been a huge help along the way.  
 — Lee Zuvanich and Lauren Lawrence, Stenovate

## Investors by Geography

Local investors are stepping up, nearly 90%, 26 of 29 under \$100K investments came from local investors where the geography of investor was known. Three local investors were involved in \$10+ million deals.

