

DIGITAL SANDBOX | KC

Where innovators come to play.



WE CREA+E
MOMENTUM

2018 Report

WHERE IDEAS TAKE SHAPE

Digital Sandbox KC provides a critical step and just-in-time project funding to turn viable ideas into scalable innovations.

AND HOW THEY HAVE **SCALED!**

Of the 108 projects funded by Digital Sandbox KC, 76—that's 70 percent—have secured more than \$68 million in follow-on funding, a testament to the strength of Kansas City's entrepreneurial spirit and the magnetic appeal of our entrepreneurs' ideas.

With total project funding of \$2 million provided to 108 early-stage startups in the Kansas City metro region, the Sandbox has helped launch 64 new companies, 132 new products, 70 patent applications and 24 awarded patents.

The numbers are just part of the story. With support from Digital Sandbox KC, these companies and innovations are revolutionizing industries and changing lives. Here are just a few examples: **iSocial** is a virtual learning platform for children with autism that helps them learn and practice pro-social behavior in a controlled environment; **MusicSpoke** is a global marketplace that lets musicians and educators buy sheet music directly from composers; **TradeLanes** automates trade management for U.S. exporters and uses an online platform to lower costs and remove days from the supply chain; **Venture360** is a fintech platform focused on streamlining the investment process between entrepreneurs and investors.

These companies and 100 others in the Sandbox portfolio have created over 617 jobs with more than \$19 million in payroll and a collective \$55.9 million in sales since the Sandbox's inception in 2013.

Digital Sandbox KC continues to make a difference for early-stage startups and is doing its part to help make Kansas City America's most entrepreneurial city.

Established in 2013, Digital Sandbox KC is a proof-of-concept program that spurs the creation and commercialization of high-growth companies as it leverages our region's strengths and partnerships.

The Sandbox is an innovative approach connecting entrepreneurs with players from academia, large corporations, business development organizations and economic development.

Digital Sandbox KC was developed with support from an unprecedented two i6 Challenge grants from the U.S. Commerce Department's Economic Development Administration along with area support from the Missouri Technology Corporation. The Sandbox has expanded into new areas and markets through partnerships with the cities of Olathe, Kansas; Independence, Missouri; and St. Joseph, Missouri. With support from GXP Investments and Cobalt Ventures, it launched the Energy Sandbox in 2016.

By financing small proof-of-concept projects and connecting entrepreneurs with the right resources at the right time, the Sandbox accelerates the commercialization of new ideas and promotes business and job growth throughout the region.

“

Digital Sandbox KC not only provides the funding to get an idea up and running, but it also provides the brain power to help entrepreneurs think through their ideas so they come at it the right way.

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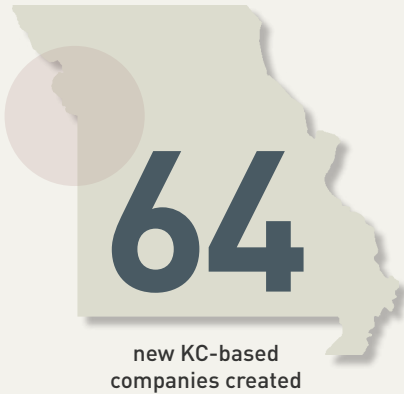
LAURA BRADY, ROYAL STREET VENTURES

IMPACT

108

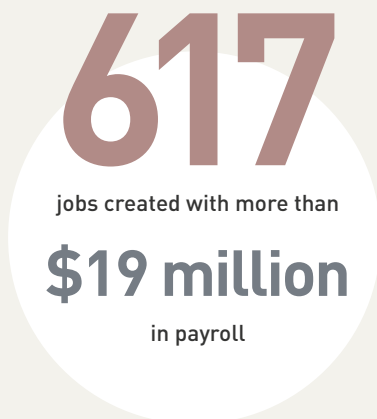
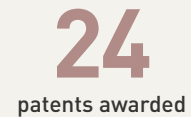
Digital Sandbox KC helps move ideas from concept to commercialization. Working with more than 600 early-stage concepts as of August 2018, this effort resulted in:

proof-of-concept projects funded for area startups

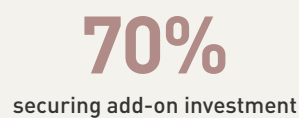
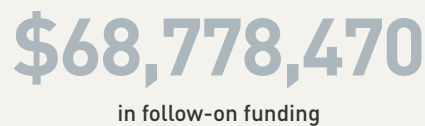
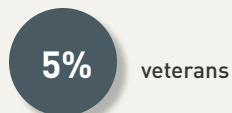


“What’s coming out
of Digital Sandbox KC will be the
future of Kansas City.”

DONALD J. HALL JR.
HALLMARK CARDS INC.



FOUNDING TEAMS that include:



GROW YOUR OWN

Missouri is one of the top five states in emerging tech job growth, according to a 2018 report from the KC Tech Council. However, Kansas City struggles to attract, retain and grow the tech workforce; in 2017, 3,000 jobs went unfilled. These Digital Sandbox KC companies are facing that challenge head on and tapping into local resources for sourcing and growing skilled talent in the region.

“It is a top priority for our CAPS model to grow tech talent in this region. Working with companies like Lazser Down provides our students authentic, real-world experience. Sandbox provides an avenue for these connections with local tech startups and gives students a taste of future career possibilities in Kansas City.”

COREY MOHN
BLUE VALLEY CAPS



College Coaching Network

College Coaching Network participated in the TechHire program available through the Full Employment Council. The FEC summer internship program covered salaries and technology development training for three student interns at College Coaching Network.

College Coaching Network used Sandbox funding to develop a scholarship mobile app that enhances the guidance counselor experience. Partnering with high schools, youth groups and employee benefits programs, the organization provides college and career life coaching with 24/7 training and chat support services to help students explore their options.

TechHire interns helped College Coaching Network organize roundtable discussions with counselors, students and parents and participated in beta testing and user-experience research that led to product development enhancements. College Coaching Network hired a TechHire graduate in a full-time partnership coordinator position after a successful internship.



Grant Company

Grant Company is growing its team in St. Joseph, Missouri, thanks to student internship programs at Missouri Western State University and other regional colleges. Eric Grant, founder of Grant Company, worked with a dozen student interns during his tenure at the American Angus Association. When Grant launched Grant Company in 2017, among his first hires were interns who had previously worked with him, including one who's now the company's director of technology.

Grant Company, an agribusiness marketing firm, is one of five companies to receive funding through the Sandbox expansion to St. Joseph. Based in northwest Missouri, Grant Company offers a unique marketing and advertising model for clients in the KC Animal Health Corridor and across North America and Europe.

With funding from Digital Sandbox KC, Grant Company will purchase equipment and software to develop its own internship program with colleges and universities in and around St. Joseph to give students real-world experience and opportunities to launch a career in the region.



Lazser Down

Lazser Down partnered with students and corporate mentors through the Blue Valley CAPS program. The CAPS program provides an entrepreneurial, innovative approach to education designed to give high school students hands-on experience. Lazser Down worked with Blue Valley CAPS students to develop a proof of concept and early prototype.

Lazser Down's innovative down-marker system uses lasers to display real-time objective down and distance measurements for football teams and their fans. The bright LED markers made an appearance at Big 10 college football games in fall 2018 and at the 2018 Southeastern Conference Equipment Managers Spring Show, highlighting the benefits that Lazser Down brings to the in-stadium experience.

Working with Blue Valley CAPS, students provided just as much of an educational opportunity for Lazser Down. Working with different teams of engineering students, who helped develop and manage project benchmarks, prepared Lazser Down to oversee the final product development and expedited the patent filing process.



ShotTracker

ShotTracker started its summer internship program in 2014 working with three students. Now, with high-profile partners, like Spalding, and investments from NBA Commissioner David Stern, interns are eager to work with the ShotTracker team.

ShotTracker technology tracks real-time basketball performance statistics using data captured by on-court and player-worn sensors and beamed straight to iPads. To date, ShotTracker has raised over \$27 million, and in November 2018, it made basketball history. ShotTracker debuted its technology at the NCAA Hall of Fame Classic, giving coaches access to live stats courtside.

The internship program draws students from local colleges, like Missouri S&T and the University of Kansas, and out-of-state students from Indiana University and Syracuse University. Student interns primarily work with product engineering, basketball tagging and marketing, but ShotTracker also provides opportunities for students with varied career interests. After a successful summer internship, one student has continued to work for ShotTracker regularly as a videographer.

SANDBOX COMPANIES TOP THE LISTS

Sandbox companies are leading the way with new technologies and turning ideas into sought-after businesses. We're not the only ones who have noticed. Here are just a few of the lists Digital Sandbox KC companies have topped in the past five years:

- **Top VC-backed companies in Kansas City**
- **Top startups to watch**
- **LaunchKC finalists**
- **Techweek 100**
- **100 Most Powerful People in KC**
- **10 Black Innovators Making Waves in Kansas City**
- **25 Under 25 small business award**
- **Kansas City Watch List of Startups and Scaling Business**

“

If we're going to create jobs and grow our local economy, everyone needs to pitch in—universities, corporations, service providers, civic leaders, entrepreneurs. Digital Sandbox KC brings all those vital players together to create more startups that, in turn, create more jobs.

”

MAYOR SLY JAMES, KANSAS CITY, MISSOURI

COMPANY PROFILES

Digital Sandbox KC has provided proof-of-concept support to 108 companies. In addition to project funding, the Sandbox continues to provide access to experts, mentors and follow-on funding resources. Here are the companies in the Sandbox and a few highlights from this past year.

“When we started Welltodo, not many people took the time to fully understand our business. Digital Sandbox KC did. They took a chance on us when most Midwest pocketbooks were closed.”

CHRIS CARDINAL
WELLTUDO



DivvyHQ

DivvyHQ was the first startup to receive an investment from Novel Growth Partners – a revenue-based funding firm in Kansas City. Recipients of two top awards from the Content Marketing Institute, DivvyHQ is a leading content-planning and production workflow tool with customers around the world. In 2018, DivvyHQ partnered with translation tech firm SDL to deliver marketing content across any device, channel and language.



Welltodo

Welltodo LLC was acquired by Charlotte, North Carolina-based SensorRx for an undisclosed cash and stock deal. Funding from Digital Sandbox KC helped Welltodo develop the migraine tracking and management app Migraine Coach and provided a scholarship for Welltodo to participate in the Kauffman FastTrac® program. Migraine Coach quickly became a leading product in the digital health industry and brings valuable IP and a significant active user base for SensorRx.



TicketRX

TicketRX is a one-touch system that helps drivers connect with attorneys to resolve traffic violations. After receiving \$2,000 in investments and \$100,000 in cloud-based support from Amazon Web Services at the 2017 Pure Pitch Rally, TicketRX added a chatbot function and ticket resolution portal, making the mobile app a quick and convenient solution for commercial truck drivers.



FastDemocracy

FastDemocracy has launched a professional version of its online platform, including advanced analytics and tools for tracking legislative topics, bills and voting records. A nonpartisan platform, FastDemocracy is a one-of-a-kind legislative analytics database that allows advocates and government relations professionals to connect with legislators in real time. The govtech startup was a lead winner at the Pure Pitch Rally competition during Techweek KC and received a \$7,000 investment for platform upgrades.



We know there are creative, innovative entrepreneurs across the state of Missouri. Digital Sandbox KC is a perfect example of how the Missouri Technology Corporation is supporting the startup ecosystem throughout the state.



BILL ANDERSON, MISSOURI TECHNOLOGY CORPORATION

17°73° Innovation Co.
2020 Adventures
Acre Designs
AddVenture
Agreeable
Anticipate Ventures
Aware3
B2G Data (Tak)
Big Bang
Billdrill
Briefcase
Bulletyn
Cancer Survivorship Training
Carroll's Bitters
Case Helper
ClaimJockey
College Coaching Network
Creelio
Dewslly
DivvyHQ
DocuLock
Drones 4 Hire
EB Systems
ED Dental
Edcoda
Edge Up Sports
FanAddict
FastDemocracy
FEWDM
Fireboard Labs
Flokki
Flyover Innovations
FolioMatch
Foundation Accelerator
Genneo
Go Natural English
gr8tbox
Grant Company
H3 Enterprises

Handprint
Happy Food Co.
HCI Energy
HeartToHeart Network
Hidden Abilities
HomeGrown & Happy
Hungry
Idle Smart
Innovative Health Media
iSocial
K12 Perform
Knoda
LaborChart
Lazzer Down
LeagueAlly
LendingStandard
LightBridge
LimeLight Technologies
LittleHoots
Live-K
Livestock Lens
Local Ruckus
LUXE
Mag-Vest
Mapper
Miles App
MiZocola
Mobility+Designed
Motavera
MovinHouz
MusicSpoke
Passel
PatientsVoices
PerfectCube
pHLOGISTIX
PlanetReuse Marketplace
powered by InvenQuery
PlanIT Impact
Play-it Health

PowerPlus Cleaning Systems
PreScreend
Psicurity
RFP365
Routine Success
Royal Loyal
ShotTracker
Smart Steps
Super Dispatch
The Swapping Company
TapTeach
Tapyness
TeraCrunch
TicketRX
Toss It Curbside
TrackTi
TradeLanes
Training For REAL
TravelHive
Trellie
Union Portal
UpDown NightLife
Vector Legal Method
Venture360
Welltodo
WHETStone Devices
Windsor Trucking Solutions
(IFTA Plus)
XLRYNT Technologies
Your Adoption Finance Coach
YouSpin
Zorilla Research



SANDBOX COMPANIES

Digital Sandbox KC and Energy Sandbox create unique partnerships where universities, corporations and entrepreneurial service organizations work together to build America's most entrepreneurial city.

