

DIGITAL SANDBOX | KC

Where innovators come to play.

WE CREATE MOMENTUM

2019 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.



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PARTNERING WITH DIGITAL SANDBOX KC WILL ADVANCE OUR MISSION TO ENHANCE THE BUSINESS ENVIRONMENT AND QUALITY OF LIFE IN OVERLAND PARK. WE LOOK FORWARD TO THE JOB CREATION AND ECONOMIC IMPACT THIS PARTNERSHIP WILL BRING.

BETH JOHNSON, SENIOR VICE PRESIDENT, OVERLAND PARK CHAMBER

With total project funding of nearly \$2.5 million provided to 125 early-stage startups in the Kansas City metro region, the Sandbox has helped launch 67 new companies, 158 new products, 73 patent applications and 28 patents since its inception in 2013.

Digital Sandbox KC is critical to connecting innovative, early-stage entrepreneurs in the region to the resources and funding they need to develop and scale their ideas. Once a part of the Sandbox, companies are connected to the broader startup ecosystem—enabling them to accelerate past the dreaded “valley of death” and secure later-stage investments to grow and expand their businesses.

A combined 70% of the 125 projects funded by Digital Sandbox KC have secured more than \$80 million in follow-on funding, exemplifying the momentum in Kansas City’s startup ecosystem and the caliber of innovative entrepreneurs in our region. With support from Digital Sandbox KC, cutting-edge innovations in Missouri and Kansas are transforming

industries and changing lives. Here are just a few examples:

Lelex Prime decodes human behavior by mapping the emotions, needs, cultures and decision-making processes of unique populations.

Stenovate is an all-in-one organization and collaboration platform for legal transcription professionals.

SelectnElect enhances civic engagement by enabling a voter to make educated and efficient decisions in local, state and national elections.

Zorilla is transforming how companies develop new drugs for animal and human health through the application of computational screening.

These companies and more than 100 others in the Sandbox portfolio have created over 677 jobs with more than \$24 million in payroll and a collective \$69 million in sales since the Sandbox’s inception.

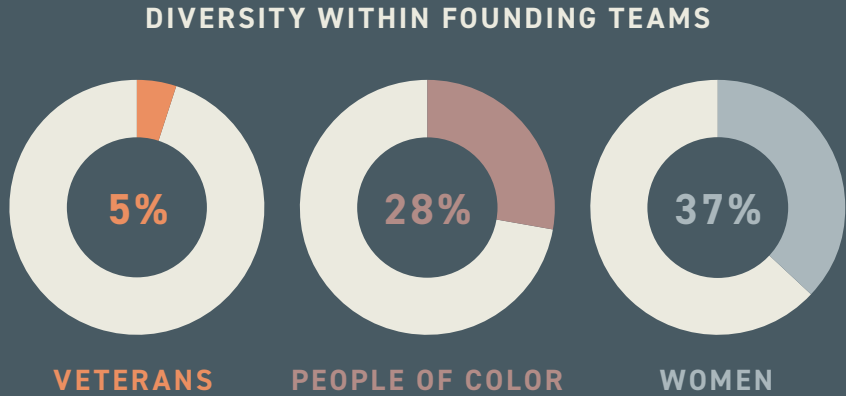
A key component of the regional innovation pipeline, the Sandbox continues to bridge the funding gap for early-stage startups—and do its part to help make Kansas City America’s most entrepreneurial city.

158 PRODUCTS DEVELOPED 73 PATENT APPLICATIONS 28 PATENTS GARNERED SINCE INCEPTION

IMPACT

DIGITAL SANDBOX KC HELPS MOVE IDEAS FROM CONCEPT TO COMMERCIALIZATION. WORKING WITH 700 EARLY-STAGE CONCEPTS AS OF NOVEMBER 2019, THIS EFFORT RESULTED IN:

125 PROOF-OF-CONCEPT PROJECTS FUNDED FOR AREA STARTUPS WITH \$2,474,374 AWARDED



\$80M IN FOLLOW-ON FUNDING FOR FUNDED COMPANIES

72% OF COMPANIES SECURED FOLLOW-ON INVESTMENT

67 NEW KC-BASED COMPANIES CREATED

\$69M IN TOTAL SALES SINCE INCEPTION

677 JOBS CREATED

6 SUCCESSFUL EXITS

Cumulative numbers from data collected from June 2013-November 2019.

CONNECTIONS + COMMUNITY

DIGITAL SANDBOX KC IS ONE OF THE FEW ORGANIZATIONS IN THE KANSAS CITY REGION THAT PLAYS A CRITICAL ROLE IN FUNDING PROOF-OF-CONCEPT FOR VERY EARLY-STAGE COMPANIES AS THEY WALK THE TIGHTROPE BETWEEN SUCCESS AND FAILURE.



RFP360

RFP360 is one of Kansas City’s top homegrown startup stories. The company has grown its own talent pool right here in KC, and it boasts 100% Kansas City funding.

Co-founders David Hulsen and Stuart Ludlow got things going in 2012 in the KC Startup Village. The early connections they made there along with the education they received through Missouri SBDC at UMKC’s TECH VENTURE, put them on a trajectory for success—and one of those early wins was being accepted into Digital Sandbox KC.

RFP360 is a software platform that helps buyers and sellers streamline their request-for-proposal process. And Sandbox funds helped David and Stuart streamline and tackle a few big projects early on; in fact, their initial foundational infrastructure and one of their key integrations stemmed from the Sandbox grant.

Fast-forward to today, and RFP360 has expanded to nearly 50 employees; hired a CEO, CMO and CTO; moved to a 11,000-square-foot facility; and is growing revenue.



ÜDO

Not everyone can lose their day job, and in 18 months, build a tech company and earn the Greater Kansas City Chamber of Commerce 2019 Entrepreneur Award. But that’s exactly what Rhonda Dolan did; she’s the visionary behind Üdo, a personal assistant app that arose out of the stress of scheduling her day as a single mother of three.

Her path to tech success in KC wasn’t easy (she’s not a developer), but one of her achievements was joining Digital Sandbox KC. Although she wasn’t accepted into the Sandbox on her first go, the goal of getting into the program inspired Rhonda to sharpen her business model and her pitching skills until she succeeded. Rhonda dug deep, participating in TECH VENTURE, working with her coach at the Missouri SBDC at UMKC, grabbing the spotlight at the Pure Pitch Rally and pivoting her business to the model that allowed her to win and to scale.

She says the Sandbox not only gave her a significant leg up with funding and a network of connections but that it also helped her develop a full and working MVP of her app. That early win with the Sandbox primed her for bigger goals down the road and gave her the tools and connections to raise future funds for Üdo.

HCI ENERGY

World traveler and former energy industry executive Ray Ansari saw a huge need for portable and sustainable energy. And he had a solution: the Hybrid Cube.

Ray is the founder of HCI Energy, and Digital Sandbox KC provided the initial funding to engineer one of the components on the company’s product, which pushed it toward completion. The Hybrid Cube is a portable power plant that integrates wind and solar energy with battery energy storage and a traditional generator.

Today, wireless carriers are adopting the Lenexa, Kansas-based company’s innovation as an alternative to typical tower infrastructure. On- or off-grid, the Hybrid Cube optimizes the power it produces to be as efficient as possible, reducing fuel and maintenance expenses along with the carbon footprint. Most recently, the Hybrid Cube was deployed in the Bahamas as part of the wireless infrastructure rebuild after Hurricane Dorian.

HCI’s Hybrid Cube is a match for many domestic and international markets, including telecommunications, construction, military, disaster relief and mineral extraction.

PATIENTSVOICES

Sometimes a little help goes a long way. Case in point: Digital Sandbox KC funding allowed PatientsVoices Inc., founded by Mary Kay O’Connor, to help more patients and providers.

KC’s tight-knit entrepreneurial community primed the company to land a coveted SBIR Phase I grant of \$150,000 from the National Science Foundation. The funding meant PatientsVoices could begin delivering on its mission: develop an AI application that derives advanced analytics from patients’ feedback about their health care experiences. And it allowed the company to effectively compete for proof-of-concept funding from Digital Sandbox KC.

Working with the Missouri SBDC at UMKC and Whiteboard2Boardroom, the early-stage Sandbox funding was used to build the company’s first digital dashboard for reporting results to clients. Mary Kay credits the Sandbox experience for helping to clarify the company’s value proposition and teaching her team how to effectively choose resources that delivered results. And the collective support she received better positioned PatientsVoices to win two additional SBIR grants from NSF totaling more than \$1 million in non-dilutive funds.

PatientsVoices is currently focused on scaling, activating new clients, measuring impact, expanding its services and raising additional funds.

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A DIGITAL SANDBOX KC GRANT ALLOWED US, AT A CRITICAL EARLY STAGE, TO UPGRADE OUR PLATFORM TO A BEST-IN-CLASS, SCALABLE HOSTING ENVIRONMENT. THIS PROVIDED A SOLID FOUNDATION FOR SUBSEQUENT CUSTOMER GROWTH.

DAVID HULSEN,
CO-FOUNDER
AND COO, RFP360



SANDBOX COMPANIES

- 17°73° Innovation Co.

2020 Adventures

Acre Designs

AddVenture

Agreeable

Anticipate Ventures

Aware3

B!TLab Innovations

B2G Data (Tak)

BigBang

Billdrill

Blockchain Water Inc.

Briefcase

Bulletyn

Cancer Survivorship Training

Carroll's Bitters

Case Helper

ClaimJockey

College Coaching Network

Creelio

Destiny

Dewslly

Divvy HQ

DocuLock

Drones 4 Hire

Dynamhex

Edcoda

Edge Up Sports

Electronic Beacon Systems

Erkios Systems
- FanAddict

FastDemocracy

FEWDM

FilmDove

Fireboard Labs

Flokk

Flyover Innovations

FolioMatch

Foundation Accelerator

Genneo

Go Natural English

gr8tbox

Grant Company

H3 Enterprises

Handprint

Happy Food Co.

HCI Energy

HeartToHeart Network

Helix Health

Hidden Abilities

Homegrown & Happy

Hungry

Idle Smart

Innovative Health Media

K12 Perform

Knoda

LaborChart

Lazser Down

LeagueAlly

LendingStandard

Lelex Prime

LightBridge

LimeLight Technologies

TO ACCELERATE BUSINESS AND JOB GROWTH IN THE REGION, WE NEED PROGRAMS LIKE DIGITAL SANDBOX KC, WHICH PROVIDE ENTREPRENEURS WITH THE NECESSARY GUIDANCE AND RESOURCES TO TAKE ACTION AND BRING THEIR IDEAS TO LIFE.

TIN HO, LEAN START LAB

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DIGITAL SANDBOX KC PROVIDED CRITICAL FUNDING TO LAUNCH OUR PRODUCT'S BETA. WE'VE BEEN ABLE TO PROVE PRODUCT-MARKET FIT, AND OUR BETA TESTERS ARE TELLING US THEY LOVE THE NEW EFFICIENCY FOUND THROUGH STENOVATE. IN ADDITION, ANGEL INVESTORS APPRECIATE KNOWING A PANEL OF INQUISITIVE MINDS HAS VETTED YOUR PRODUCT, WHICH HELPED SECURE FOLLOW-ON FUNDING.

LAUREN LAWRENCE, FOUNDER, STENOVATE

- LittleHoots

Live-K

Livestock Lens

Local Ruckus

LUXE

Mag-Vest

Mapper

Miles App

MiZocola

Mobility+Designed

Motavera

MovinHouz

MusicSpoke

Nascent Stage Development

ORDP powered by TicketRX

Particle Space

Passel

PatientsVoices

PerfectCube

pHLOGISTIX

PlanetReuse

PlanIT Impact

Play-it Health

PowerPlus Cleaning Systems

PreScreened

Psicurity

Pulmonaer Analytics

Relay

RFP360

Ronawk

Routine Success
- Royal Loyal

SelectnElect

ShotTracker

Smart Steps

Stenovate

Super Dispatch

The Swapping Company

TapTeach

Tapyness

The TeleDentists

TeraCrunch

TheraWe

Toss It Curbside

TrackTi

TradeLanes

Training For REAL

TravelHive

Trellie

TripleBlind

Üdo

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

HOT TECH IN THE SANDBOX

HERE ARE JUST A FEW OF THE HOTTEST NEW SANDBOX COMPANIES THAT ARE CHANGING ENTERTAINMENT, HEALTH CARE AND MORE.

HELIX HEALTH is a business intelligence tool that helps hospitals and insurance companies matchmake their resources to improve health and lower costs in patient populations. The company uses AI to predict outcomes so clinicians can devote more time to making a difference.

RONAWK can preserve primary stem cells from patients for use later in reconstructive surgeries, and the company's proprietary tech allows stem cells to be grown outside the body naturally. The breakthrough process could be used for early-stage diagnostics or to repair tissue.

FILMDOVE is leveraging artificial intelligence and analytics to help filmmakers and distributors make better decisions and achieve better results. The company is kicking off Phase 2 of product development and will focus on enhancing what the platform can do with AI and analytics.

THERAWE bridges the gap between the therapy center and the home with a mobile application. The app improves communication, collaboration and care for families who have children with special needs.

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SUPPORTING HIGH-POTENTIAL, EARLY-STAGE COMPANIES IS CRITICAL, AND DIGITAL SANDBOX KC CREATES A PIPELINE FOR THE TYPE OF COMPANIES WE WANT TO WORK WITH.

MAGGIE KENEFKE, MANAGING DIRECTOR, FOUNTAIN INNOVATION FUND



SANDBOX COMPANIES TOP THE LISTS

Sandbox companies lead the way with new technologies and turn ideas into sought-after businesses—and people are taking notice. Here are just a few of the lists Digital Sandbox KC companies have topped in recent years.

- + 2020 Best Tech Startups in Kansas City (Missouri)
- + Kansas City's Top VC-Backed Companies 2019
- + 12 Kansas City Startups to Watch in 2019
- + 14 of the Most Innovative Kansas City Startups
- + Kansas City Startups to Watch in 2018



UNIQUE PARTNERSHIPS. POWERFUL COLLABORATIONS.

DIGITAL SANDBOX KC CREATES UNIQUE PARTNERSHIPS WHERE UNIVERSITIES,
CORPORATIONS AND ENTREPRENEURIAL SERVICE ORGANIZATIONS WORK TOGETHER
TO BUILD AMERICA'S MOST ENTREPRENEURIAL CITY.



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