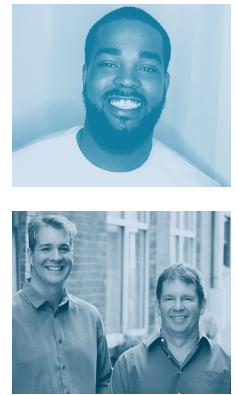


Invest in ideas that shape the future



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. First Published in 2015, *We Create Capital* 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.



[“”]

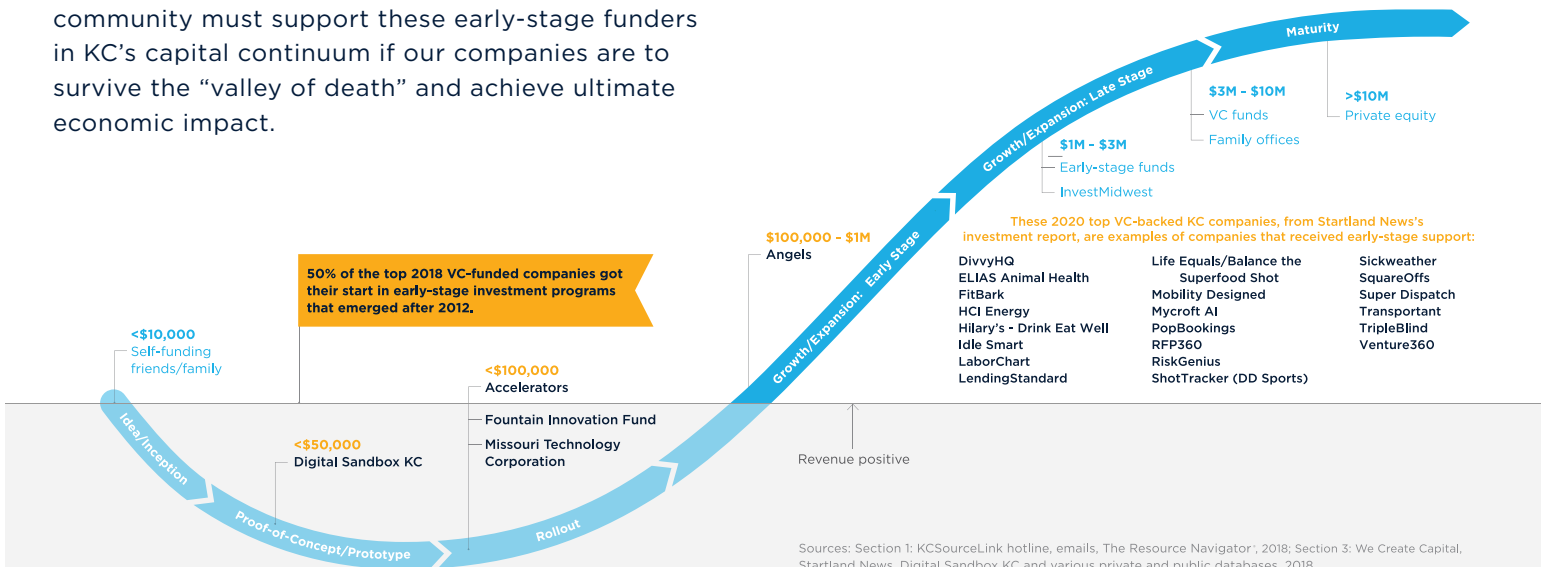
Kansas City has so much support and resources for small businesses and an appetite for innovation. The collaboration and funding opportunities in KC have given my company the jumpstart it needs to really make a difference.

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.

50% of the top 2018 VC-funded companies got their start in early-stage investment programs that emerged after 2012.

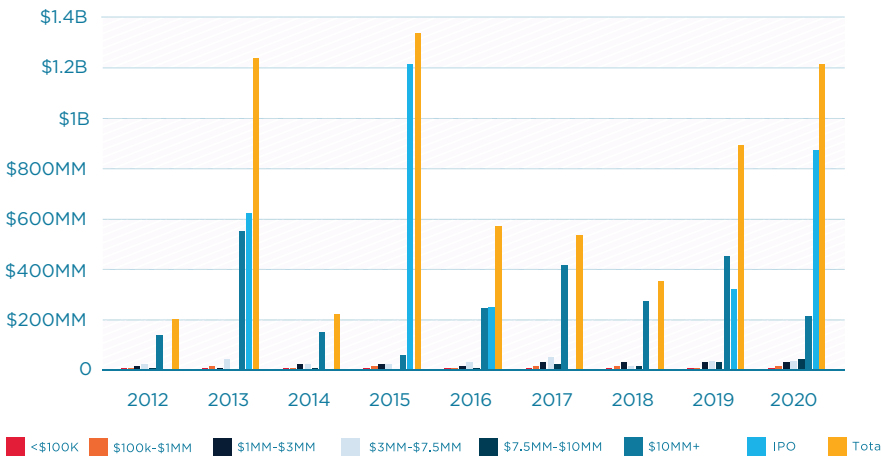
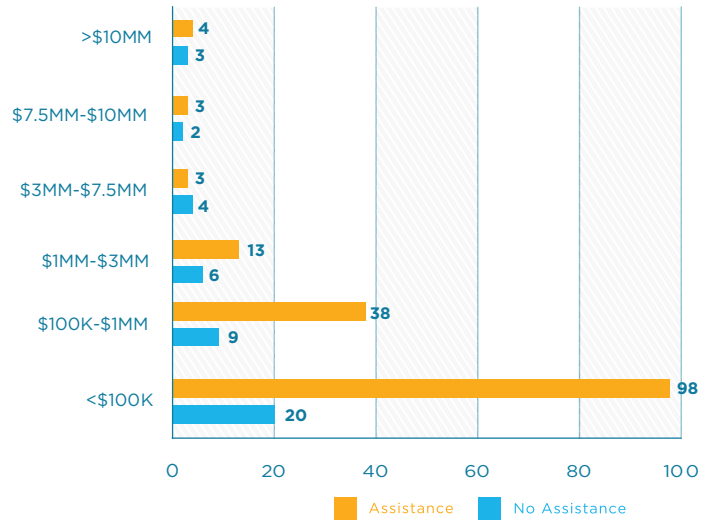


Sources: Section 1: KCSOURCELINK hotline, emails, The Resource Navigator , 2018; Section 3: We Create Capital, Startland News, Digital Sandbox KC and various private and public databases, 2018.

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, 78% of the companies who raised investment or received assistance from local entrepreneurial support organizations. For companies that raised less than \$100,000 the percentage that received assistance from a Resource Partner in the KCSOURCELINK network was even higher: 83 percent.



Value of Investments, 2012-2020

2020 was an interesting year for investments. Targeted grant programs to assist small businesses affected by the pandemic drove an increase in both numbers and value in the investments less than \$100,000. Investments at the greater than \$10 million were down significantly.



[“”]

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

Overall, about 40% of investors in Kansas City companies are known to be locally based. Just over 60% of investments of less than \$100,000 were made by local organizations. (This includes local grant programs.)

