

WE CREA+E

Making KC America's Most
Entrepreneurial City: Year 4



KCSourceLINK.

#1 CITY FOR
BUSINESS
GROWTH

Wendover-InsightPRM
Business Growth Report, 2016

#6 BEST CITY FOR
CREATIVES

Smart Asset

WE CREATE HOPE

wecreatekc.com/dahlquist

ENTREPRENEURS SEE POSSIBILITIES

CHRIS DAHLQUIST PHOTOGRAPHY

KCMO | MICROENTERPRISE

Artists disrupt, innovate, challenge and shape our perception of the world, yet: “Many artists don’t identify with the word entrepreneur,” says Chris Dahlquist, visual artist, mentor and facilitator for Artist INC. “However, artists have the same needs and require the same support as traditional entrepreneurs: it is often just the vocabulary that is different.”

WE CREATE ENTREPRENEURSHIP

It starts with a great idea.

A new, tech spin on an ab-roller.
A way to boost tomato yields.
Improving businesses' access to working capital. An insatiable drive to help people get healthy.

But an idea is just an inkling, a fleeting notion—until it's put in the hands of an entrepreneur.

Those hands craft imagination, embrace risk and knead possibilities. Those hands test and fortify and sometimes even abandon fledgling ideas. And the ideas that survive? Entrepreneurs shape and share them with the world as new products, services and businesses.

Entrepreneurs create jobs. New and young companies account for nearly all net new job creation in the United States, and in Kansas City, an average of 4,400 startups* hire their first employees each year.

Which means that entrepreneurs create economic empowerment and independence. They create a strong economy. They create new dreams and futures.

Yes, we all have ideas. But entrepreneurs take them and create new realities.

And we, the community that supports them, create entrepreneurship.

Entrepreneurs don't go it alone—and in KC, they don't have to.

KCSOURCELINK, comprising 230+ business-building organizations and thousands of experienced consultants, mentors, coaches, community builders, investors and, yes, entrepreneurs, has created an infrastructure to support and measure entrepreneurship. Together, we help educate, coach, train and guide entrepreneurs down the right path. We make serendipitous collisions and collaborations possible. We match people to people and track entrepreneurial needs, successes and gaps.

Our local economy and our future rely on the ideas, jobs and hope that entrepreneurs create. And entrepreneurs rely on us.

Because in the end, entrepreneurship requires all hands. And only together do we create KC.

*Startup is defined as first-time employers in the nine-county, Kansas City area who paid for unemployment insurance in Kansas or Missouri.



GET TO THE ART OF ENTREPRENEURSHIP »

ARTIST INC

has connected 1,000+ artists to resources and opportunities to develop their entrepreneurial skills and strengthen their artistic practice.

ARTCAP,

a new microloan from AltCap, helps arts entrepreneurs grow their businesses.

GUILDIT

provides a biweekly forum for artists and makers to share their stories.

INTERURBAN ARTHOUSE

purchased a building to house its new community studio, exhibition and classroom space.

KC WATCH LIST

Keep a close eye on these companies, movers and shakers who are turning disruptive ideas into sought-after businesses. These companies received funding in 2016—grant or investment—and received at least one other round of funding in 2015 or 2016.

The Agreeable Company

Ansera Analytics

bloom*

C2FO**

ELIAS Animal Health*

Farmobile

HylaPharm*

IDENTIFI

Innara Health*

InnovaPrep

JobShakers

LaborChart

LendingStandard***

Mobility Designed*

Moblico**

MyCroft

PayIt

PerfectCube*

PlanIT Impact

Play-it Health

PopBookings**

QM Power

Revaluate

RiskGenius*

ShotTracker**

Shoutz

SLCKET

SpiderOak

Super Dispatch

TreVia Digital Health

VideoFizz*

WATCH LIST GRAD

EyeVerify

EyeVerify, on our watchlist since 2013, sold to Alibaba for a reported \$100+MM.

*Number of years on the KCSOURCELINK Watch List, a testimony to the growth and stamina of these companies.

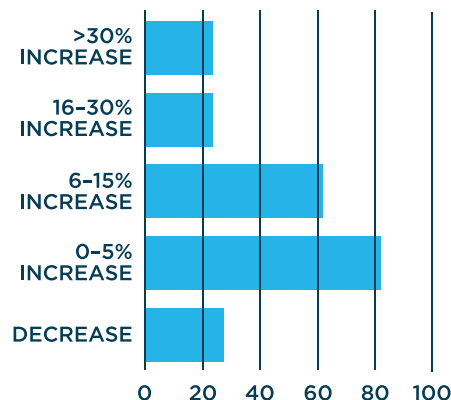
Source: Various public sources and private databases



WHAT DO KC ENTREPRENEURS LOOK LIKE?

KCSOURCELINK surveys entrepreneurs who have reached out to us for assistance.

NUMBER OF COMPANIES THAT EXPERIENCED REVENUE CHANGES IN 2015-2016



**HEALTHY LIFESTYLES
RELY ON HEALTHFUL
CONNECTIONS >>**

MID-CONTINENT PUBLIC LIBRARY

hosts an in-depth class tailored to the food truck industry.



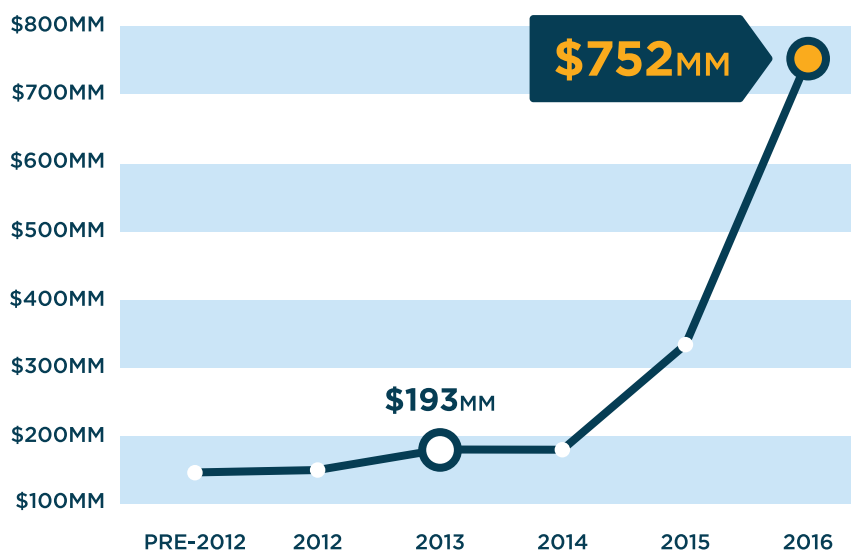
From left to right: Sanjay Gupta, John Christopher, Erin Carney, Alexander “Sandy” Kemper, Pete Thomas, Dru Shiner. Not pictured: Kerri Thurston, Kevin Daniels.

290% INCREASE IN AVAILABLE CAPITAL FOR KC ENTREPRENEURS

KCSOURCELINK has been tracking the pools of investment capital available to early-stage companies in Kansas City.

Funds include grant programs (e.g., Digital Sandbox KC and LaunchKC); angel groups (e.g., Mid-America Angels, Women’s Capital Connection, Northland Angel Investor Network); KC-based funds (e.g., Flyover Capital, Firebrand Ventures, KCRise Fund); and firms based outside Kansas City that have indicated significant interest in investing in KC area companies (Lewis & Clark Venture Capital, Dundee Venture Capital, Drive Capital).

wcreatekc.com/dashboard



Combined value of early-stage funds available to KC entrepreneurs

\$ KC IS FAST BECOMING A HUB FOR STARTUP FUNDING >>

NORTHLAND ANGEL INVESTOR NETWORK made its first investment in 2016.

KCRISE FUND invested a total of \$2MM in five KC companies this past year.



INVEST IN IDEAS THAT SHAPE THE FUTURE

C2FO
FAIRWAY, KS | INNOVATION-LED

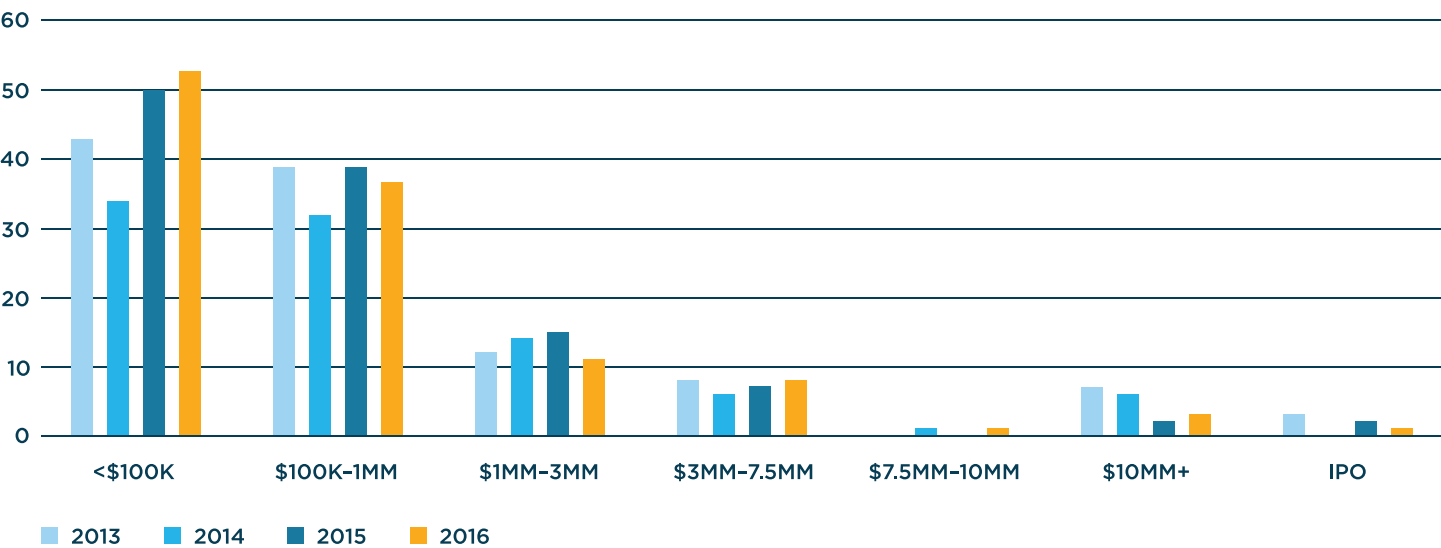
C2FO is a financial technology company and the creator of the first market for working capital with members such as Costco, Pfizer, Nordstrom and many more—and Sandy Kemper believes Kansas City is the ideal location from which to continue to grow.

“This entrepreneurial community believes that supporting one another is essential and vital. That kind of intentional investment is what will continue to make KC a better place to live and do business.”

WE CREATE CAPITAL

wecreatekc.com/c2fo

NUMBER OF INVESTMENTS IN KC COMPANIES



Source: Various public sources and private databases

MID-AMERICA ANGELS AND THE WOMEN'S CAPITAL CONNECTION
invested a record \$3.6 million via 15 deals in 2016.

FIREBRAND VENTURES
made two investments, one of which resulted in a Baltimore startup relocating to KC.



#2 **BEST CITY FOR WOMEN IN TECH**
SmartAsset

#7 **BEST METRO FOR WOMEN IN BUSINESS**
WalletHub

4,679 KC STARTUPS HIRED THEIR FIRST EMPLOYEES IN 2015

KC's entrepreneurs launch new businesses that create jobs and spark economic growth. On average, 4,400 KC-area startups hire their first employees each year.*

The number of first-time employers has been consistent across industries, with "services, education, administration" ranking highest. "Innovation-led" accounts for about 12.5 percent of the startups in 2015. This includes a wide range of firms, including aerospace, architectural engineering, computer hardware and software, telecommunications, pharmaceutical/medicine production and scientific research. Health care services jumped after 2012 due in part to a change in industry classification from other services into health care services.

*Startup is defined as first-time employers in the nine-county, Kansas City area who paid for unemployment insurance in Kansas or Missouri.

AN AVERAGE OF
4,400
FIRST-TIME
EMPLOYERS



GET HELP NAVIGATING OPPORTUNITIES »

8 ■ KCSOURCELINK



HELZBERG ENTREPRENEURIAL MENTORING PROGRAM

matches seasoned entrepreneur mentors with tomorrow's entrepreneurial drivers.



KC STEM ALLIANCE

partners with Cerner to sponsor Girls in Tech KC.



CAUTION: JOBS AHEAD

**BRANDY McCOMBS
INTERNATIONAL BUILDERS
& CONSULTANTS, INC.**

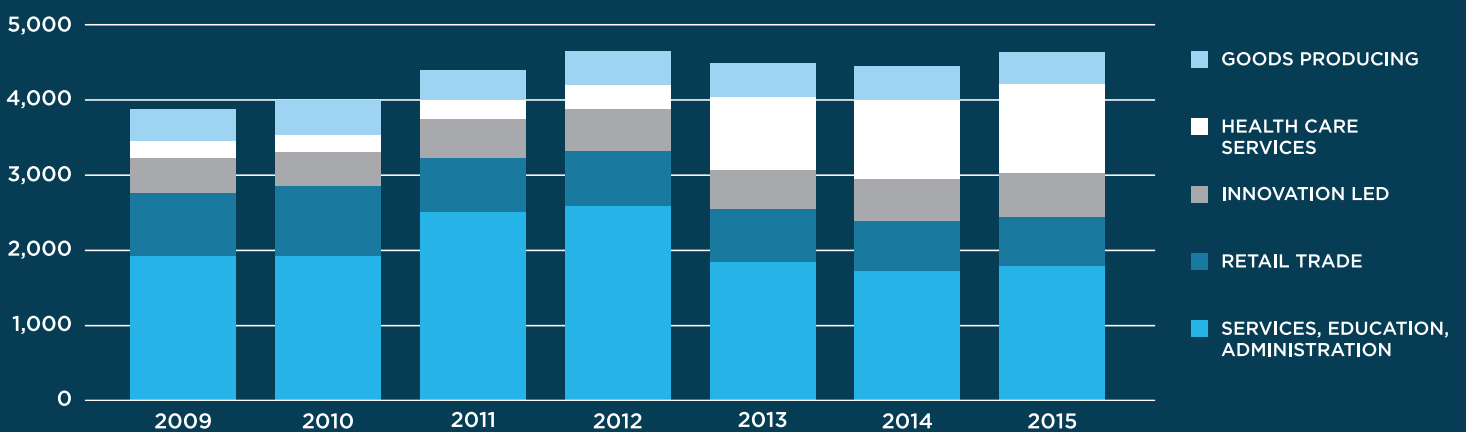
KCMO | SECOND-STAGE

If you navigated around orange cones and vests during the streetcar line construction in downtown Kansas City, you saw Brandy's company hard at work. "We started a new division that handled traffic control services. I hired 15 full-time employees, an opportunity I owe to intentional networking and the hospitality of Kansas City's business community."

WE CREATE THE FUTURE

wecreatekc.com/ibc

WHICH STARTUP INDUSTRIES ARE HIRING THEIR FIRST EMPLOYEES?



Source: Quarterly Census of Employment and Wages for Kansas and Missouri

**NATIONAL ASSOCIATION
OF WOMEN BUSINESS
OWNERS-KANSAS CITY,**
which Brandy leads, creates a strong
community to support growing
women-owned businesses.

KC SMARTPORT
works to attract
freight-based
companies to KC.

YOUR PIECE OF THE PIE
teaches entrepreneurial skills
to school-age children.

WE CREATE KC ■ 9



NUMBER OF HOMEGROWN INNOVATIONS PRIMED AND READY FOR THE RIGHT LEADER

Amazing ideas require resources, teams and expertise that can move them to market. Whiteboard2Boardroom curates innovations from 21 research institutions—corporations, universities and small businesses—and matches them with entrepreneurs who have the expertise to commercialize them.

wecreatekc.com/dashboard

29

ANIMAL HEALTH
AND VET MED

18

AG SCIENCE

35

SOFTWARE
AND COMPUTER
PROGRAMMING

Number of homegrown innovations available for licensing through Whiteboard2Boardroom

 **REAP WHAT
YOU SOW >>**

WHITEBOARD2BOARDROOM launched TechAlert to connect companies with cutting-edge innovations, like the tech behind TerraManus.

BIOKANSAS

connects companies with a community and events to help them grow.



GROWING OUR OWN

MATT SHATTO SHATTO HOME DELIVERY & TERRAMANUS

OSBORN, MO | INNOVATION-LED

Matt revolutionized his family’s 100-year-old dairy farm when he brought back the neighborhood milkman with an innovative twist—Shatto Home Delivery brings all sorts of locally made food to your doorstep. Matt plans to disrupt the agricultural industry with TerraManus, an agtech company working to solve the world’s food shortage problem.

WE CREATE INNOVATION

wecreatekc.com/terramanus

89

HUMAN HEALTH

32

CHEMISTRY
AND ADVANCED
MATERIALS

14

ENVIRONMENTAL
TECHNOLOGY

54

ENGINEERING AND
MANUFACTURING

Source: Whiteboard2Boardroom, vetted from partner organizations, various public sources and private databases

SPRINT ACCELERATOR
announced its focus on digital and agtech startups in 2016.

**ENTERPRISE CENTER
IN JOHNSON COUNTY**
launched a high-caliber, MIT-affiliated mentoring program, the Growth Mentoring Service.

INNOVATION STOCKYARD
is a business incubator for animal science startups.

#2 MOST IMPROVED
METRO AREA FOR
STARTUP GROWTH
Kauffman Index of
Startup Activity

TOP 6 CITY THAT OFFERS
BETTER VALUE FOR
GROWING STARTUPS
Forbes



KCSOURCELINK MAKES ENTREPRENEURSHIP EASIER

In 2016, KCSOURCELINK answered **2,478 calls and emails** for assistance. These startup and small business clients were directed to **233 business-building organizations** in the KC area through **5,184 referrals**. This process yielded **98 percent client satisfaction**.

WE PROVIDE TIPS AND TOOLS
FOR KC ENTREPRENEURS 24/7/365

 **238,804**

WEB SESSIONS TO KCSOURCELINK.COM

 **5,270**

ONLINE SEARCHES USING
THE RESOURCE NAVIGATOR®

 **1,500+**

EVENTS WERE POSTED ON KC'S MOST
COMPREHENSIVE BUSINESS CALENDAR



THE SAUNDERS KNOW FULL
WELL: ENTREPRENEURSHIP
IS A TEAM SPORT >>

SCALEUP! KC

coaches companies
toward their first
\$1MM in revenue.

PIPELINE ENTREPRENEURS

helps Midwestern entrepreneurs
grow global businesses and build
life-changing technologies.



STRONG RESOURCES BUILD STRONG STARTUPS

TOMMY & KACIE SAUNDERS FEWDM

KCMO | SECOND-STAGE

FEWDM means “For Everybody Who Doubts Me,” a mantra Tommy has used since before his days as a Mizzou football player. Recent successes of this fitness tech startup—a spot on Jillian Michaels’ “Sweat Inc.,” participant in both ScaleUP! KC and Pipeline and a \$50,000 LaunchKC grant—leaves little room for any doubt. FEWDM means business.

WE CREATE CONNECTIONS

wecreatekc.com/fewdm

WE REACH ENTREPRENEURS WHERE THEY ARE

From social media outreach to organizing week-long, metro-wide entrepreneurial events, KCSOURCELINK meets entrepreneurs where they are.

 **19,124**

FOLLOWERS ON TWITTER, FACEBOOK,
INSTAGRAM AND LINKEDIN

 **14,000+**



ATTENDEES AT 1WEEK KC AND GLOBAL
ENTREPRENEURSHIP WEEK

WE MATCH ENTREPRENEURS TO THE RIGHT RESOURCE AT THE RIGHT TIME

Top 5 reasons why people reach out to KCSOURCELINK

-  FINANCIAL REQUESTS
AND ASSISTANCE
-  STARTUP ASSISTANCE
-  BUSINESS PLANNING
AND MENTORING
-  MARKETING AND SALES
-  LEGAL ISSUES

What do entrepreneurs do after they talk to KCSOURCELINK?

-  START A BUSINESS
-  IMPROVE OPERATIONS
-  SOLVE A SPECIFIC
OPERATIONAL PROBLEM

Source: KCSOURCELINK Biz-Trakker® and The Resource Navigator®, January 1 - December 31, 2016

 **KANSAS CITY
STARTUP VILLAGE**
graduated three
companies in 2016.

 **1 MILLION CUPS KC,**
a weekly “show and tell”
of KC startups, engages and
energizes entrepreneurs.

 **LAUNCHKC**
awarded \$50K grants
to 10 startups in 2016.

233 BUSINESS-BUILDING ORGANIZATIONS READY TO HELP YOUR IDEA OR BUSINESS GROW

KCSOURCELINK RESOURCE PARTNERS

Business Planning and Training

Artist INC
Craig School of Business — Center for Entrepreneurship
Enterprise Center in Johnson County
The Family Conservancy
FastTrac®
Francis Institute for Child and Youth Development
Freelance Exchange of Kansas City
GoTopeka | Entrepreneurial and Minority Business Development
Ice House Entrepreneurship Program
Johnson County Community College Entrepreneurship Program
Kansas City Direct Marketing Association (KCDMA)
K-State Center for the Advancement of Entrepreneurship
Kauffman Founders School
Kansas City International Association of Business Communicators
K-State Research and Extension — Johnson County
MNU — Entrepreneurial Leadership Project

BLUE VALLEY CAPS gained national recognition as a 21st Century Learning Exemplar through the Partnership for 21st Century Learning.

SBA — Kansas City District Office
SCORE — Kansas City
Small Business and Technology Development Centers — Jackson County Extension, NWMSU-St. Joseph and UMKC
Small Business Development Center at JCCC
Social Media Club of Kansas City
Social Security Administration
Veterans Business Resource Center
Vets2Ventures
Women's Business Center
Workforce, Career and Entrepreneurship Center at KCKCC

Business Preparedness

American Red Cross: Preparedness, Health and Safety Services
Federal Bureau of Investigation — Kansas City Division
Information Experience Lab
Inventors Center of Kansas City
MCC — Institute for Workforce Innovation
Pollution Prevention Institute, Kansas State University
Prosperity Center for Financial Opportunity
RedTire
Southeast Enterprises
Women's Employment Network
Workforce Partnership

Economic Development

Black Economic Union of Greater Kansas City
Blue Springs Economic Development Corporation
Clay County Economic Development Council
Economic Development Corporation of Kansas City, MO
Gladstone Economic Development Department
Harrisonville Economic Development Division
Hispanic Economic Development Corporation

DIGITAL SANDBOX KC supported 79 proof-of-concept projects, helping them secure \$28.3 million in follow-on funding in 2016.

Independence Economic Development Council
Johnson County Missouri Economic Development Corporation
Kansas City Area Development Council
KC Smart Port
Leavenworth County Development Corporation
Leavenworth Main Street Program, Inc.
Lee's Summit Economic Development Council
Liberty Economic Development Corporation
Martin City Community Improvement District
Miami County Economic Development Department
Missouri Department of Economic Development — KC Area
Olathe Economic Development Council
Overland Park Economic Development Council
Parkville Economic Development Council
Platte County Economic Development Council
Raytown Office of Economic Development
SBA HUBZone Program — Kansas City
Shawnee Economic Development Council
Southwest Johnson County Economic Development Corporation
Wyandotte Economic Development Council

EDCKC LOAN CORPORATION offers a variety of loan programs, including 504 Revolving Loans, Neighborhood Commerical Revolving Loan Fund and River Market Loan Fund.

Financial Providers

AltCap
Angel Capital Group
C3 Capital
The Collective
Digital Sandbox KC
Dundee Venture Capital
EDC Loan Corporation of Kansas City
Five Elms Capital
Flyover Capital
Frontier Financial Partners
Greater Kansas City LISC
Heartland Business Capital

iiM

InvestAmerica Venture Group
InvestMidwest Venture Capital Forum
Justine PETERSEN Microloan Program
KCRise Fund
Konza Valley Capital
LaunchKC
Lewis and Clark Ventures
Mid-America Angels
Midwest Small Business Finance
Missouri DED, Grow Missouri Fund
Missouri State Treasurer, Linked Deposit Program
Missouri Technology Corporation
MO-KAN Regional Council
NetWork Kansas

GLOBAL ENTREPRENEURSHIP WEEK reached more than 12,000 attendees in KC with 13 days of activities and 111 events.

Northland Angel Investment Network
Open Prairie Ventures
OpenAir Equity Partners
RMI
Royal Street Ventures
TGP Investments
Wakarusa Valley Development
WE-Lend
Women's Capital Connection

Import/Export

International Trade Council of Greater Kansas City, Inc.
Kansas Department of Commerce, Export Assistance
Missouri DED — International Trade and Investment Office
U.S. Department of Commerce/U.S. Commercial Service (U.S. Export Assistance Center)
World Trade Center — Kansas City

Incubators, Accelerators and Commercialization

BetaBlox
Blue Hills Contractor Incubator
Ennovation Center
FabLab MCC-Business and Technology
Hammerspace Community Workshop
The Incubator Kitchen at K-State Olathe
The Lean Lab
Sprint Accelerator
Techstars Kansas City
Whiteboard2Boardroom

KC COWORKING ALLIANCE is a collective of independent collaborative coworking spaces.

Legal

Entrepreneurial Legal Services Clinic at UMKC
Kansas City Volunteer Lawyers and Accountants for the Arts

Life Sciences and Technology

BioKansas
Bioscience and Technology Business Center — KUMC, Lawrence
Innovation Stockyard
Kansas City Area Life Sciences Institute

Manufacturing

Advanced Manufacturing Institute
Mid-America Manufacturing Technology Center
Mid-America Trade Adjustment Assistance Center (TAAC)
Missouri Enterprise — Kansas City

MID-AMERICA GAY AND LESBIAN CHAMBER OF COMMERCE'S

membership grew by 32% in 2016.

Mentoring

Helzberg Entrepreneurial Mentoring Program
Pipeline Entrepreneurs
ScaleUP! KC
UMKC E-Scholars

Networking

1 Million Cups
Asian American Chamber of Commerce of Kansas City
Athena League
Basehor Chamber of Commerce
Belton, MO Chamber of Commerce
Blue Springs Chamber of Commerce
Bonner Springs-Edwardsville Area Chamber of Commerce
Brookside Business Association
Central Exchange
Downtown Council of Kansas City
Excelsior Springs Area Chamber of Commerce
Gardner Edgerton Chamber of Commerce
Gladstone Area Chamber of Commerce
Grain Valley Chamber of Commerce
Grandview Chamber and Economic Development Council
Greater Kansas City Chamber of Commerce
GUILDit
Harrisonville Area Chamber of Commerce
Heartland Black Chamber of Commerce
Hispanic Chamber of Commerce of Greater Kansas City
Independence Chamber of Commerce

SCORE-KANSAS CITY,

comprising more than 50 seasoned volunteers, provides free counseling and workshops to entrepreneurs.

Kansas City Council of Women Business Owners
Kansas City Kansas Area Chamber of Commerce
KC Tech Council
KCK Women's Chamber of Commerce
Kearney Chamber of Commerce
Leavenworth-Lansing Area Chamber of Commerce
Leawood Chamber and Economic Development Council
Lee's Summit Chamber of Commerce
Lenexa Chamber of Commerce
Liberty Area Chamber of Commerce
Mid-America Gay and Lesbian Chamber of Commerce
Missouri Arts Council
Missouri Women's Council at MO DED
National Association of Women Business Owners
North Kansas City Business Council
Northeast Johnson County Chamber of Commerce

Northeast Kansas City Chamber of Commerce
Northland Regional Chamber of Commerce
Olathe Chamber of Commerce
Overland Park Chamber of Commerce
Paola Chamber of Commerce
Parkville Area Chamber of Commerce
Platte City Area Chamber of Commerce/EDC
Raytown Area Chamber of Commerce
Riverside Area Chamber of Commerce
Shawnee Chamber of Commerce
Smithville Area Chamber of Commerce
South Kansas City Chamber of Commerce
Southtown Council
Spring Hill Chamber of Commerce
St. Joseph Chamber of Commerce
Startup Rewind
Twenty30CEO
Waldo Area Business Association
Weston Chamber of Commerce

Nonprofit Business Assistance

Connecting for Good
Midwest Center for Nonprofit Leadership
Nonprofit Connect
Support Kansas City, Inc.

SMALL BUSINESS DEVELOPMENT CENTER AT JOHNSON COUNTY COMMUNITY COLLEGE

launched GAME, sessions that help companies accelerate their Growth through Action, Measurement and Engagement.

Office Suppliers and Coworking Space

Abnos Property Management
Alphapointe
Cowork Waldo
The DeviceShop
Farm to Table Kitchen at the City Market
Homes for Hackers
InterUrban ArtHouse
Kansas City Startup Village
OfficePort
OfficeWORX
Plexpod
Surplus Exchange
Think Big Coworking
Village Square

Procurement

GSA Office of Small Business Utilization
Kansas Procurement Technical Assistance Center — Kansas City
Missouri Procurement Technical Assistance Center — Kansas City and St. Joseph
Mountain Plains Minority Supplier Development Council
SBA 8(A) Program
Unified Government of Wyandotte County, KCK

Research and Project Work

Blue Valley CAPS
County Economic Research Institute
Johnson County Library Makerspace
Kansas City Kansas Public Library
KCMO Public Library — H&R Block Business and Career Center
Mid-America Regional Council
Mid-Continent Public Library
Missouri Arts Council
Missouri Film Office
Northland CAPS

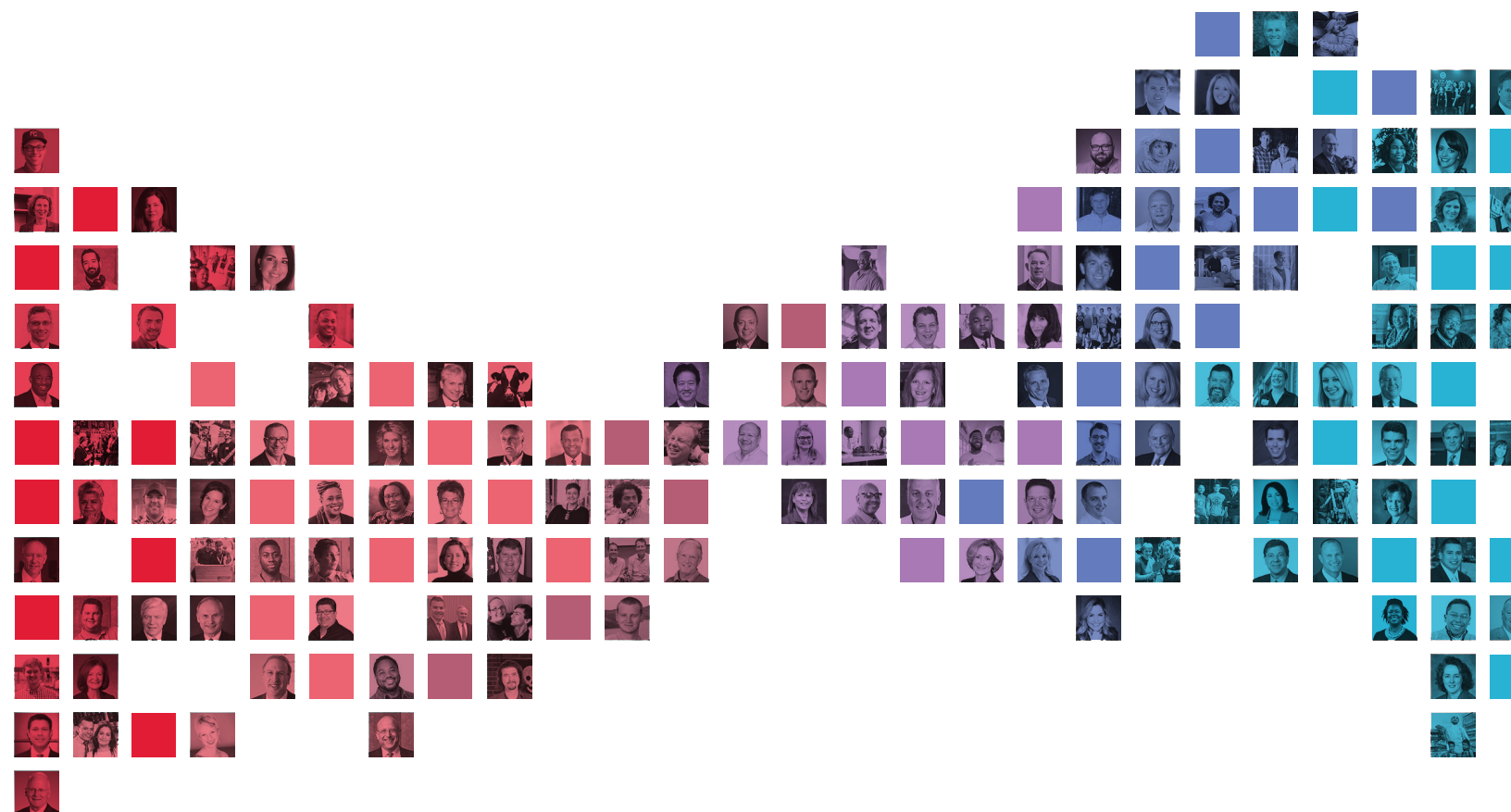
WORLD TRADE CENTER-

KANSAS CITY offers 'The Export Concierge' service, which provides personalized guidance to help KC businesses navigate their entry into foreign markets.

Taxes, Permits and Regulations

City of Independence, MO
City of Kansas City, MO — KC BizCare
Kansas Department of Agriculture
Kansas Department of Commerce, Business Development Division
Kansas Department of Commerce, Minority and Women Business Development
Kansas Department of Revenue
Kansas Insurance Department
Kansas Secretary of State
Missouri Department of Agriculture
Missouri Department of Labor and Industrial Relations
Missouri Department of Natural Resources
Missouri Department of Revenue
Missouri Department of Insurance, Financial Institutions and Professional Registration
Missouri Secretary of State, Kansas City Branch Office

kcsourcelink.com/resource-navigator



KCSOURCELINK.

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KAUFFMAN
Foundation

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March 2017

How will you create KC?

Get involved by starting a business or helping one grow. Call **816-235-6500**

Download We Create KC years 1-4 and We Create Capital: wecreatekc.com

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