Why does KC entrepreneurship matter?



KCS@urcelink. > 816-235-6500 > wecreatekc.com

* Defined as companies with fewer than 20 employees that hired their first employee from 2013-2017





We're making progress.

Kansas City is moving the needle for entrepreneurship, but we still have work to do. We need to invite more entrepreneurs from underestimated communities into the hope of entrepreneurship, build bridges between startups and corporations, fully develop a capital continuum, recruit talent, move ideas to market and tell the story of KC entrepreneurship.

How can you advance entrepreneurship and innovation?

Whether you're an investor, corporate leader or aspiring entrepreneur, get involved and get connected.

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KCSourceLink is your connection to KC entrepreneurship, with a network of 240+ business-building organizations. The goal: to make resources more visible and more accessible to anyone who wants to start, grow or accelerate a business in Kansas City.

KCSourceLINK. with support from KAUFFMAN





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How can you advance KC entrepreneurship?

Event

sponsorship

Program

sponsorship

Free tools

• Connections

Be a bridge to opportunities and resources.

The depth of an entrepreneur's network is a key indicator of business success. That's where most business owners get introductions to mentors, customers, investors and, of course, the feedback and support they need to grow. You can be the last mile: Connect entrepreneurs to resources and be prepared to make a referral to KCSourceLink.

Here are the top 5 requests by KC entrepreneurs:







Ordered by corporate commitment of time

and resources, from least to most

Family offices



Startup Assistance

Financial Resources

Marketing/ Sales

Mentoring

Development

Customers

Shop local, source local.

Kansas City corporations can serve as critical mentors and first customers for Kansas City startups. And everyone can shop local and direct their dollars for goods and services to locally owned stores and companies.

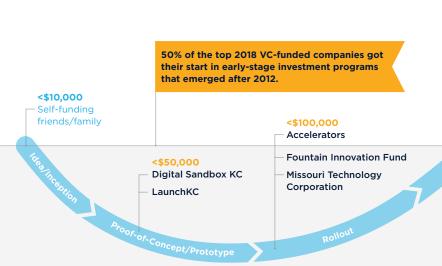
Here's how corporations can support KC startups:

Be a startup's first customer! **Procurement Product** beta testing Coworking Mentoring Product co-development

Capital

Invest in ideas that shape the future.

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.



Here's how entrepreneurs use the KCSourceLink network to access capital:

\$100.000 - \$1M

Revenue positive

Angels

These top VC-backed KC companies that received early-stage support: blooom DivvyHQ **ELIAS Animal Health** FitBark Flow Forward Medical Hilary's - Drink Eat Well Idle Smart

JobShakers

Licensing products

Strategic

partnerships

LendingStandard Life Equals **Metactive Medical** Mycroft Al **PopBookings** RFP360 RiskGenius

ShotTracker

Sickweather SquareOffs Super Dispatch Transportant Vector Legal Method Venture360 VideoFizz Zego

Private equity

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.

Early-stage funds

InvestMidwest

What do Kansas City entrepreneurs look like?

Entrepreneurs and the companies they lead are different—and they need different resources. From the quirky and quaint shops that lend character to our boulevards, to the maker collectives that showcase our Midwestern creativity, to the industry-busting tech that shapes our city's future, entrepreneurs and business owners make Kansas City a better place to work, live-and dream.

WHO HELPS? operate on a small

Ennovation

Center

helped start its

200th business

since 2011.

scale and have

fewer than six

employees.

Lee's Summit received \$145K from Lee's Summit to encourage entrepreneurship.

Velocity

AltCap expanded its reach into Kansas and launched a home-rehabber loan fund.

LaunchU is now in KC to help mircroentrepreneurs test their business ideas.

showed other cities how

shops and

48,453 **Main Streeters**

character with their brick-and-mortar

Mid-Continent

Public Library

libraries can bolster

entrepreneurship.

Pipeline has helped 120+ entrepreneurs who've created 2,300+ jobs and raised \$513M+ in capital.



Fountain City launched the first class of its accelerator



1,914

Second-stage

businesses generate

jobs and millions

in revenue.

program.



Johnson County announced a new **Kansas City Coworking Alliance** was named the world's



best coworking

collective.

1,819 **Innovators** disrupt industries with breakthrough services or technology.

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