



Beta is the sole organization putting Twin Cities startup founders first. Through a host of events and community-focused programming, we're enabling the area's brightest innovators to build the next big thing in our own backyard.

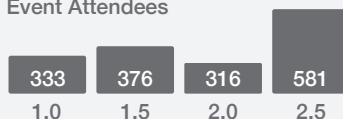
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Startups served.  
And counting.

### /Showcase

/Showcase is Beta's signature event where a dozen startups are handpicked to demo their products and services to potential users, investors, employees and advisers, in an approachable setting.

#### Event Attendees

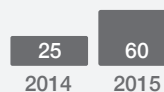


"Our network grew so much in such a short time. At one event, we found our manufacturing partner, insurance broker, electronic component supplier and an IP lawyer." –Paul, Dose Health

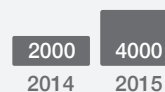


Twin Cities Startup Week is an entire week of startups on display. The week welcomes the broader Twin Cities community to discover the amazing things happening within our local startup scene.

#### Events



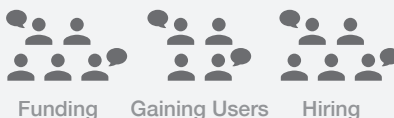
#### Attendees



"Hosting an event at TCSW enabled us to get exposure to developers and potential new hires. It's a unique time where people explore startups and determine how they can work together." –Al, Reemo

### /SpeakEasy

/Speakeasy is an invite-only event for previous /Showcase founders, here guests openly discuss and troubleshoot, amongst their peers, their businesses' greatest needs.



"There's no substitute for having a confidential, no-holds-barred conversation with other founders about the challenges we're facing." –Dale, Learn To Live

### /Bridge

/Bridge was launched to match startups with corporate innovation leaders to spark conversations that may lead to strategic investments and/or acquisitions.



"We received great feedback from the corporate contact we met through /Bridge, and we're now having serious conversations about this Fortune 100 company becoming a customer." –Michael, Apruve

## Beta is building meaningful communities but the work is not complete.

Our experience as entrepreneurs, along with what we've witnessed through various Beta events and programming, has put us in the unique position to define the critical missing inputs that hinder the success of local startups. We know what founders need and we're actively seeking the resources of other like-minded organizations to partner with us to solve for these needs.

"The most important thing in building a community is simple, you have to get everyone in one place. Beta.MN is the driving force bringing the MN startup community together." –Zach, Perk Health

## Needs – From the startups, themselves.

### 1 A Hub

A single destination for startup founders to work near, and be inspired by, their peers

### 2 Exposure

Means for founders to tell their stories to potential customers, new hires and investors

### 3 Funding

Cash to enable founders to invest in the most critical functions of their business

## The Solution – Made possible with your investment.

### Introducing the Beta/Fellowship

Qualifying startups receive \$100,000 (allocated over two years). Funds will be managed by Beta and made accessible upon the completion of defined milestones.

The Beta team will lead a search to find the most promising founders who have started a business in Minnesota, or who are willing to relocate their business to the area.

The ten most promising startups each year will receive a \$100,000 grant and be invited into a centralized startup community space, managed by Beta, to work amongst their peers.

This new program will help solidify Minnesota as the *Startup Capital of the North*, and reverse a trend of top talent migrating to other markets.

## The team today:

The measurable success of what Beta has accomplished has been made possible through the volunteer efforts of a small team, with less than \$15,000 in corporate sponsorships.

### Beta co-founders include:



**Ryan Broshar** serves as Managing Director for *Matchstick Ventures*, and was recently announced as *TechStar's* newest Managing Director for a Minneapolis-based *Target*-sponsored retail accelerator.



**Reed Robinson** is a two-time entrepreneur who leads *Worrell Design's* sales and marketing efforts. For the past ten years he has advised new ventures out of the *University of Minnesota* and other local startup communities.



**Justin Cox** is the Founder of *Arthur Wayne* – a service that helps entrepreneurs build companies that are focused, prosperous and healthy. Prior to that, Justin was a part of the team that started and grew *Magnet 360*.

### Other key contributors:

**Cody Mehlhorn** – Creative Lead   **Nels Pederson** – Lead Coordinator, TCSW  
**Ben Van Sistine** – Events Lead   **Emily Pritchard** – Social Media Lead

## The team tomorrow:

As we look to the future, Beta's continued growth will be made possible with the following additions to the organizational structure:

**An Advisory Board** staffed with the area's leading entrepreneurs, investors and community builders whose networks will serve to advance the mission of the organization.

**A Managing Director** that is a skilled community-builder and organizer, and a trusted confidant of the local startup community, to serve as the strategic lead of the organization.

**Two fulltime employees** – An Operations Lead and Community Manager – will be hired to oversee the logistics involved in growing the Beta community.

**"The Beta team has done more to connect founders than anyone else in the Twin Cities."**  
-Zach, Perk Health

## What we need to support our startups.

In addition to our existing programming, Beta will launch the pilot **/Fellowship** class in 2016. Each year, Beta will invite **10 startups** to participate as Fellows. As a Fellow, each startup will **receive \$100,000** (\$50,000 per year) to put towards the cost of renting workspace at the startup hub. The Fellows will be asked to meet certain defined milestones in order to continue into the second year of the program.

The startups will also receive **full access to Beta's current and future programming**. We will continue to produce events that invite guests to discover the work being done by our most promising startups. We will also continue to provide access to trusted support networks – advisers, investors and peers – that strengthen founding teams. In addition to that, other programs are in development by the Beta team to increase exposure to Minnesota startups.

To get started, Beta is seeking a strategic investment in the form of a **5-year funding commitment of \$6,000,000**. These funds will enable **/Fellowships for 50 startups** (10 startups per year for five years), along with covering Beta's annual operating expenses of \$300,000 per year.

By enabling 50 startups to work in one location, while providing mentorships, events and strategic introductions, Beta will increase the number of success stories coming from our startup community, creating meaningful impact to the greater Minnesota economy in the form of...



**Innovation  
Capital**



**Jobs in  
Minnesota**



**Companies Surviving  
5 Years or More**

## It's already working. Our local startups are growing.



**HidrateMe**  
TCSW 2014

**Then:** Volunteer group, no founders or employees, and no cash raised to date

**Now:** Completed the TechStars Accelerator in Kansas City, sold over \$700,000 in pre-orders and have five fulltime employees



**Reemo**  
/Showcase 1.0

**Then:** Three FTEs and \$50,000 raised to date

**Now:** Raised over \$550,000 and have a team of six. They've also partnered with Samsung, and are expecting to close another \$1,500,000 raise by Christmas



**Remind Tech**  
/Showcase 1.0

**Then:** Pre-revenue, three founders, and \$30k raised to date

**Now:** Signed a \$500k contract with a major health plan; launching five pilot trials with major health systems, raised \$500k and the team is now four FTEs with a new CEO

To learn more, please contact  
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