

BETA

HIGHLIGHTS FROM 2019

The year began strong with the introduction of BETA's first State of the State event - an evening featuring stakeholders celebrating the year that was, while looking at goals for 2019. Just before the event, BETA invited reporters from leading local publications, along with alumni, to the kickoff of BETA's Press initiative.

Soon thereafter, BETA asked Casey Shultz and Adam Lingerfelt (BETA's Director of TCSW and Managing Director respectively) to join the team. In the following months, Adam laid the foundation for delivering two successful cohorts, while Casey prepared for and executed on BETA's 6th annual Twin Cities Startup Week, the biggest one to date.

Growth and maturity were two key themes from the year. As the team grew, the organization implemented many new tools and strategies to enhance the experience of its key stakeholders - its founders and funders. The organization also expanded its reach, introducing the very first BETA Showcase featuring teams from Greater Minnesota, while also working with dozens of local journalists to increase the amount of coverage of the area's entrepreneurial activity.

Most importantly, the area's top startups continue to grow. BETA alumni have hired 1200+ employees while raising \$358M. A few exits took place this year, with more on the way. It's happening, and it's our pleasure to be a small part of it.

Company Vitals



	2018	2019
Number of employees	738	1204
Funds raised	\$247 M	\$358 M
Monthly recurring revenue	\$3.1 M	\$7.0 M
Number of startups	124	152

COHORT

2 Cohorts

28 startups
19 formal training sessions

SHOWCASE

2 Showcase Events

1824 registered guests
38 participating startups

OPERATORS

16 participating startups

BRIDGE

23 unique companies

67 participating startups

165 meetings

BACKERS

21 investors involved

19 participating startups

94 meetings

PRESS

333 articles mentioning BETA alumni



Participating in the BETA Showcase was an incredibly valuable experience; it allowed our team to have real, meaningful conversations with people outside of our immediate network and vertical. It was great exposure for our team and gave us a great amount of energy before entering our first fundraising round. It was huge for our team's morale and excitement.

- Elyse, CEO of Fruitful Fertility



2019 BETA ALUMNI HIGHLIGHTS



SEZZLE

IPOs on the Australian Stock Market

HABITAWARE

Awarded a \$225k grant from the National Science Foundation

CIVIC EAGLE

Awarded a finalist in MEDA's Million Dollar Challenge

DISPATCH

Announced as one of CNBC's "100 Startups to Watch"



SEED ROUND

ClinicianNexus, Upsie, BetterYou, and SalesReach close their Seed Rounds



SERIES A

Apruve, POPS Diabetes close their Series A

SPONSORS

The growth experienced in 2019 could not have been possible without the generous support of these sponsors.

BETA has elevated my company's visibility in the Twin Cities, but what has been particularly surprising is how BETA continues to be supportive well after we finished the Cohort experience. The gift that keeps on giving!

- Angie
CEO of UR Turn

Before BETA, we were attempting to grow our business within the Twin Cities, but due to us starting in another state, it was hard to get plugged into the local market. BETA connected us with the right media, which helped us gain immense credibility and become a much more recognized name.

- Alex
CEO of Jobiki

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