



Looking back at an eventful 2016 for Beta.MN, in which we continued enabling the area's brightest innovators to build the next big thing here in Minnesota.

67 68 69 70
71 72 73 74
75 76 77 78
Startups served.
And counting.

PROGRAMMING

/Showcase

Putting emerging startups on display

- 2 Events held
- 22 Startups showcased
- 984 Total attendees

/SpeakEasy

Building founder-to-founder connections

- 3 Events hosted
- 50 Founders participated

/Bridge

Helping startups meet corporations

- 12 Corporations took part
- 28 Startups involved
- 65 Meetings with corporations

New Programming

Giving founders the business basics

- 75 Founders attended our /Plus Legal Event
- 100 attended our /Plus event on IoT
- 325 attended Seth Levin & Brad Feld /Talk

COMMUNITY DEVELOPMENT

Entrepreneurial Ecosystem Survey

Beta was a key partner in creating a robust survey and report defining the Greater Twin Cities Entrepreneurial Ecosystem's major strengths and weaknesses. **See the results!**

Plans for an entrepreneurial hub

Beta founders partner with other leaders to prepare plans for an entrepreneurial hub.

ORGANIZATIONAL



- ▶ In 2016 we were happy to announce the hiring of Nels Pederson who will lead programming and fundraising efforts in 2017.
- ▶ Beta has officially been established as a 501(c)(3) and has offered to operate as the financial agent for Twin Cities Startup Week.

LOOKING AT 2017...

/Speakeasy is getting a face lift

In partnership with Tech.mn, we're building /Byte, which will offer founders a bi-monthly opportunity to meet with their peers to troubleshoot their businesses. Startups will also receive coverage, via Tech.mn, and special access to the /Showcase and /Bridge events.

Beta to pilot an entrepreneurial hub

We aim to launch the first phase of a hub in Q1/Q2, 2017 for the first 10 to 12 startups. If successful, plans call for moving into a larger space in 2018.

/Plus reveals programming opportunity

Covering topics like fundraising and legal issues helped exposed an unmet need for many early stage founders – educational opportunities to learn the basics of starting a company in Minnesota. So, in 2017, we will be launching our /Basics series – a quarterly event offering founders information on how to establish the foundations of any business.