



Bigger events, better connections. 2017 was an incredible year for the Beta.MN team, and for the greater Twin Cities startup founder community. The momentum is with us!

**92 93 94 95 96
97 98 99 100 101
102 103 104 105**
**Startups served.
And counting.**

2017 was an incredible year for Beta.MN and our amazing community of Beta Founders. In just four short years we are proud to say that we have officially worked with over 100 Minnesota Startups.

From day one, our focus has been on founders. We build meaningful, valuable programs that help connect founders with the resources they need to accelerate their company's growth.

In 2017, we worked tirelessly to understand our founders' needs. As a result, we saw incredible growth, including:

- **Record attendance** across all of our programs
- A dramatic increase in the number of startups applying and participating in Beta.MN programs
- **New community partnerships** with organizations dedicated to supporting our mission
- An **increased number of lasting connections** between startups and the community (Investors, Talent, Corporate Innovators, Mentors, etc)

BETA.MN 2017 IN REVIEW

68
MEETINGS HELD BETWEEN

21
STARTUPS AND

9
CORPORATE PARTNERS



Beta.MN/BRIDGE

100+ STARTUPS SERVED



9 TOTAL EVENTS ENGAGED OVER 100 FOUNDERS



12000+
REGISTERED GUESTS ATTENDED TWIN CITIES STARTUP WEEK 2017

Beta.MN/MENTORS

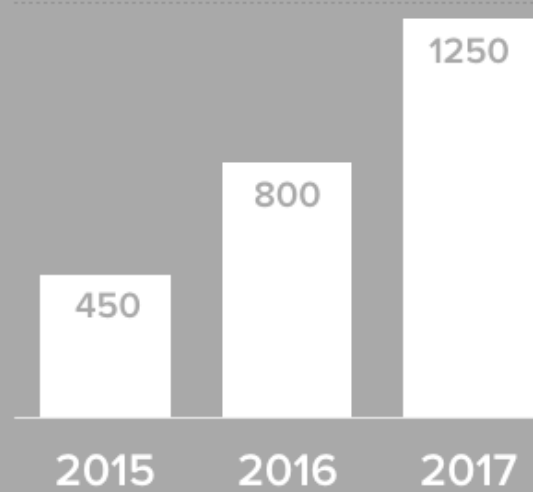
12 SEASONED ENTREPRENEURS MENTORED 7 STARTUPS



2 SHOWCASES HIGHLIGHTED 27 STARTUPS

Beta.MN/SHOWCASE

400+
INCREASE IN SHOWCASE ATTENDANCE



@betadotmn

To learn more, please contact Nels via nels@beta.mn or (612) 532-4019

None of our progress would be possible without the amazing help from our sponsors and supporters. We truly appreciate your ongoing support. There are many new and exciting improvements planned for 2018. We are excited to continue to work with you to help grow our local startups.

COMMUNITY SPONSORS



/SHOWCASE SPONSOR:



/BRIDGE SPONSOR:



NEW IN 2017!

We brought together our Founders on Slack

There is an incredible amount that founders can learn from each other. To help spark connections we brought everyone together in a space where they can freely share updates, ask for advice, and collaborate with other founders.

katrina 3:00 PM
Hello! 😊 ClinicianNexus is going to LA the first week of August! Does anyone have any connections to health system leaders or awesome seed investors?

reeder 3:16 PM
@rob, I think Vugo's been out there for a while...

July 18th

rob 9:20 AM
@katrina @reeder - Yeah, we've got a number of seed investor connections out in the LA area for sure. Happy to make intros where it makes sense if interested.



katrina 9:26 AM
Thank you!

zacksteven 9:08 AM
@katrina I know some investor folks in LA/OC. Let me know a bit more about what you're looking for so I can see if they'd be a good fit

80+
ACTIVE FOUNDERS

4000+
SLACK MESSAGES SENT

2017 Beta Company Highlights:

kidizen

Kipsu



upsie

Kidizen

Closed Series A Raising \$3.2M

Kipsu

Raised \$900k to help grow team to 40+

Local Crate & Upsie

Accepted into the Techstars Retail Program



2017 PROGRAMMING

/SHOWCASE in partnership with Target
PUTTING EMERGING STARTUPS ON DISPLAY

/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.

/SPEAKEASY

BUILDING FOUNDER-COFOUNDER CONNECTIONS

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

TCSW powered by Knight Foundation
CONNECT. INFORM. INSPIRE.

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.

/BYTE in partnership with Tech.MN
HELPING EARLY STAGE FOUNDERS

/Byte was launched to give early stage founders from across the community an informal opportunity to share about their business, and receive feedback from other founders.

/MENTORS powered by Bootstrappers.MN
CONNECTING STARTUPS WITH EXPERIENCED PROFESSIONALS

/Mentors gives startups a chance to learn from and connect with industry professionals over an intensive, one-month program.

/BRIDGE in partnership with LIVEFRONT
HELPING STARTUPS MEET CORPORATIONS

/Bridge matches startups with corporate innovation leaders and sparks conversations that may lead to strategic investments and/or acquisitions. Participating corporations include:

