

15,775
ATTENDEES

65% first-time attendees



19,200 participated across all co-conferences (TCSW, FAI, Manova, BITCON, F3) 



6.9 events attended per person
(on average)

205
EVENTS



403
presenters



22
FREE co-working venues



98
venues



45
fly-ins

66% panels featuring female thought leaders

Panels featuring people of color = **49%**

Experience is the word to describe Twin Cities Startup Week - 2019. Applying feedback from previous years, the team introduced a number of enhancements to the week, including partnering with local corporate leadership to provide high-quality content in unique venues, and placing premier tracks on single days in one location to reduce travel between events. The festival also offered community hubs, accessible via public transit, in Minneapolis and St. Paul to provide guests with places to meet between sessions.

Continuing its inclusive, un-conference format the week furthered collaborations with four co-conferencing events, while welcoming new content and voices, like BA Women, the Constellation Fund, and the MEDA Million Dollar Awards. As a result, we're excited to share the following data which tell a story of an elevated experience and continued growth, made possible with the help of our sponsors, event-hosts, content-partners, volunteers, core team, and more. To everyone involved, thank you for making this the best TCSW yet!

– Casey Shultz
Director of TCSW



63
MEDIA
IMPRESSIONS
13 PRINT
& **50 DIGITAL**

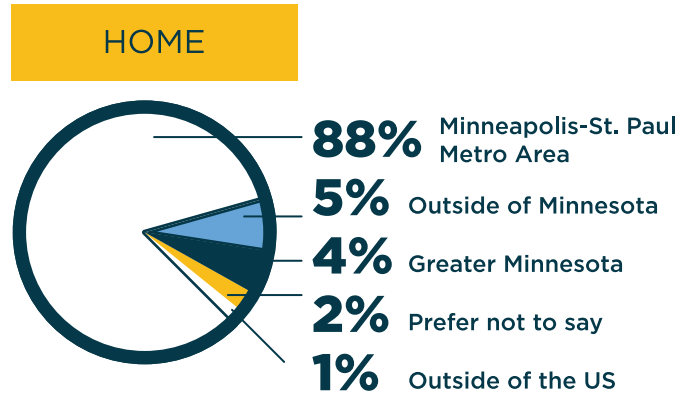
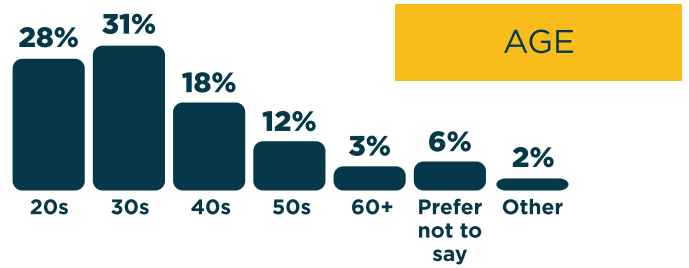
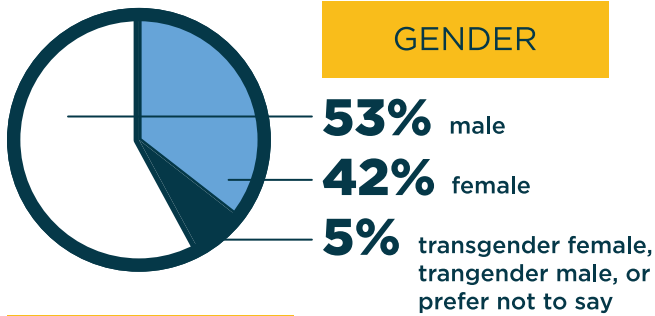
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25.3M
DIGITAL READERSHIP
+
6.55M
PRINT READERSHIP

A thank you to our title sponsors



Audience Breakdown



Experiential Enhancements

	Thurs.	Fri.		Mon.	Tues.	Wed.
Geographic concentration	Minneapolis	St. Paul	<p>Spanned a weekend to encourage guests to explore elements of our quality of life.</p>		Minneapolis	St. Paul
Tracks consolidated to single-day events	<p>Retail Track</p>			<p>Healthcare Track</p>	<p>Technology Track</p>	<p>EdTech & Training Track</p>

Community Hubs, accessible via public transit, located in the heart of Minneapolis and St. Paul were offered to provide guests with a comfortable, safe space to network between sessions. Both spaces were staffed with TCSW Guides to help attendees navigate their week, and featured installations highlighting local entrepreneurs from a variety of industries and cultural backgrounds.

Community Hubs were made possible with the help of these organizations:

