

TWIN CITIES STARTUP WEEK

2017 RECAP

Growth is an understatement for what occurred in the Twin Cities Startup Week programming in 2017. Not only did we see continued gains in the number of events, tracks and guests, but this year also saw the addition of new people and partners, propelling both the quality and quantity of TCSW programming.

The new faces included a core programming team sourced from the startup ecosystem. Together with Nels, Meg, Danielle, Lauren, Dakota and Conner developed strategies and materials, empowering various Track Leads to host higher quality events. The team also introduced a volunteer army that gave over 350 hours of service. Branding, event design and video production were also enhanced, making the week more polished than it's ever been. As a result of this group's effort, TCSW took a significant step closer to becoming a national startup-focused event destination.

The week's premier events continued to evolve around the programming the community has come to expect in the week, including the MN Cup Finale, a Beta.MN Showcase, the Techstars Retail Demo Day, MinneDemo and Startup Weekend, though this year the week was bookended by opening and closing parties, the latter included an award ceremony for top startups in various categories. New partners also joined – Bunker Labs, Generator, Hack the Gap and more added signature events that invited new communities the the TCSW experience.

All of this could not have been made possible without the incredible support of our sponsors. Together we flew in people from around the country, we celebrated our community's brightest stars, we challenged people to start something new and we inspired would-be innovators to create the next big thing in our own backyard. Thank you for contributing to this important work.

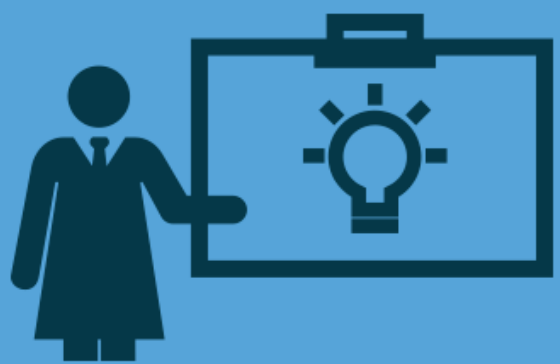
TCSW 2017 BY THE NUMBERS

12000+
REGISTERED GUESTS



21

FLY-IN PROGRAM
PARTICIPANTS
FROM 11 STATES



161

COMPANIES PITCHED,
DEMOED OR SHOWCASED
THEIR PRODUCTS



24M MEDIA IMPRESSIONS
VIA 30 PR PLACEMENTS

26

VOLUNTEERS
PROVIDED
350+ HOURS
OF SUPPORT



179

PRESENTERS,
PANELISTS &
SPEAKERS



91%

OF PARTICIPATES
WOULD RECOMMEND
TCSW TO A FRIEND

POWERED BY:



KNIGHT
FOUNDATION

91% WOULD RECOMMEND TCSW

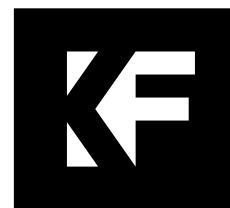
As the programming continues to grow, the TCSW leadership team is committed to ensuring that participants – guests, hosts, sponsors, etc. – find value. In addition to these groups, we’re paying specific attention to feedback from our Founders, whose satisfaction is of the utmost importance. We’re happy to report a *Net Promoter Score* of 9.2 (out of 10), meaning our Founder community is highly likely to recommend the week to others.

165 Events

8 Tracks

THANK YOU TO THESE AMAZING SUPPORTERS

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MARKETING TRACK SPONSOR



We’d also like to thank all of the incredible partner organizations, Track Leads, event hosts, the Forge North Alliance, our volunteers and everyone else who put time into making this incredible week possible.

HIGHLIGHTS FROM THE WEEK

SUNDAY | OCT 8

Opening Night Party

MONDAY | OCT 9

Change[Health] Pitch Competition
Healthcare.mn 5-Year Anniversary Party
Emerging Technology & Healthcare
Financing a Minnesota Startup
The Future of Nonprofit Fundraising
MN Cup Awards & Women’s Pitch Fest
Live Drone Racing @ Bauhaus Brew Labs

TUESDAY | OCT 10

Minneapolis - Muster Across America Tour
Maker To Market Demo Day
Edtech Founders' Forum
Corporations Investing In Food Startups
Beta.MN Showcase
Generator Demo Day

WEDNESDAY | OCT 11

1 Million Cups - St. Paul
Twin Cities Food Manufacturing Bus Tour
Target + Techstars Demo Day

THURSDAY | OCT 12

St. Paul Startup Crawl
MedCity Invest Twin Cities
Minimum Viable Marketing
Techquity
Minnedemo

FRIDAY | OCT 13

Startup Career Panel & Job Market
Hack For Change
TCSW Awards Ceremony & Closing Party

SATURDAY & SUNDAY | OCT 14 - 15

Twin Cities Startup Weekend Youth

FREE TCSW COWORKING PROVIDED BY:

COCO	STUDIO COWORK
IMPACT HUB MSP	THE PITCH
INDUSTRIOUS	UEL
PRIMORDIAL SOUP	WEWORK

SAVE THE DATE

TCSW 2018 | OCT 8-14