

KCSourceLINK.

WE CREA+E

Making KC America's Most
Entrepreneurial City: Year 5



Awareness



Entrepreneurs



Capital



Corporations

Talent



Resources



Innovators



You build this city...

... and we want to thank each and every one of you.

From the urban core to our satellite cities, our neighborhoods are filling up with quirky and quaint shops, with comfort food and craft cocktails, with urban gardens and maker collectives, because of you. Headlines, in Kansas City and beyond, boast of KC creations, inventions and innovations, because of you. Locals, transplants and tourists alike wear "KC" proudly, on their heads—and in their hearts—because of you.

And KC is known as a great place to live, play, work, raise a family, be an entrepreneur and scale a business, because of you.

Because when you choose KC, you create KC.

When you choose to spend your dollars with a local business, more money stays in our community and our economy.

When you choose to invest in Kansas City startups, you help promising ideas get to market and find their footing faster.

When you choose to be a resource for our entrepreneurs, when you join the KCSOURCELINK network as a coach, mentor, investor, advisor, trainer, connector or partner, you embody that KC can-do attitude and prove that we are all better when we are connected.

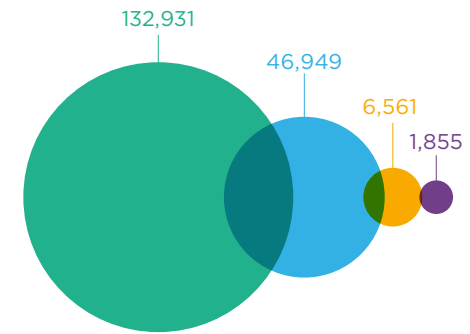
And when you choose to create a business in Kansas City, to take that leap, to put your ideas out there, to share your passion with the city and the world, you're doing more than pursuing a personal dream. You are creating solutions, opportunities and jobs. You are inspiring new dreams and new ideas.

At the core, entrepreneurship and your choice to support it is about that freedom: to chase a dream, to solve a problem, to own your destiny, to build a better future, to inspire someone, to create something—even to create this Kansas City we call home—from the ground up.

So thank you. Keep doing what you're doing ... and do more.

We still have work to do to invite more entrepreneurs from marginalized communities into the hope of entrepreneurship, improve access to capital, build bridges between startups and corporations, recruit talent, move ideas to market and tell our story.

And we're going to need you to do it. Because, in the beginning, in the end and only together do **We Create KC.**



KCSOURCELINK serves all entrepreneurs:

Microenterprises are businesses that require little capital to start

Main Streeters define our city's character

Innovation-led disrupt industries

Second-stage generate jobs and millions in revenue

Sources: U.S. Census Bureau Data, 2013; Kauffman Foundation/ACS Survey 2014; MERIC

KCSOURCELINK has been working with our partners to support entrepreneurs and make KC America's most entrepreneurial city. Why? Jobs.

Each year, KC startups* create, on average

16,376 JOBS

*Startups are first-time employers with fewer than 20 employees.

Source: We Create Jobs and Quarterly Census of Employment and Wages, 2016

Kansas City is a city for entrepreneurs. Here are a few entrepreneurs who create KC.



Bek Abdullayev
Super Dispatch



Jim Starcev
PerfectCube

Joel Teply
Cambrian

Johanna Miller
Potion Yarns



Tammie Wahaus
ELIAS Animal Health

Georgina Herrera
Mackech Jewelry



Rebecca Dove
Pennez

Get connected and get involved:
Visit wecreatekc.com or call 816-235-6500.

KCSourceLink connects KC entrepreneurship

Entrepreneurs are at the center of everything we do—and we work with all types.

KCSourceLink activates a network of business-building resources to make essential connections between entrepreneurs and the community, foster collaborations to fill gaps in the ecosystem and measure the impact of our entrepreneurs on the KC economy.

Make Connections
between entrepreneurs, resources, investors and community



Eric Petersen
H&R Block Business & Career Center, Kansas City Public Library

Elisa Waldman
Kansas Small Business Development Center at Johnson County Community College



Morgan Perry
Square One at Mid-Continent Public Library

Julie Cortés
The Freelance Exchange of KC

Ken Harris
SCORE

Increase Awareness
of how KC supports entrepreneurship

Measure Impact
to see what's working and what's next

Within a month of being connected with KCSourceLink partners:
50% of entrepreneurs decided to start a business
28% improved business operations
10% increased sales and/or employees
 Source: KCSourceLink survey

2,000+ events are hosted by Resource Partners each year to help educate, inspire and connect entrepreneurs
469,010 page views mean that entrepreneurs are accessing events, inspiration and help via kcsourcelink.com, 24/7/365

Create Community Collaborations
to fill gaps in entrepreneurial services



John Pajor
KC BizCare

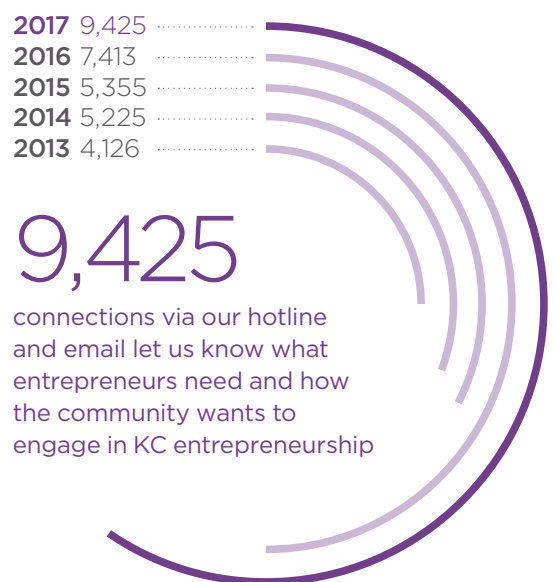
Judy Bumpus
Women's Business Center

249

business-building resources help entrepreneurs vet their ideas, plan their growth, explore funding opportunities and more

Top 5 reasons why entrepreneurs reached out to KCSourceLink in 2017:

- Start a business
- Improve their marketing/sales
- Find funding or financial assistance
- Plan their business
- Find a mentor



KCSourceLink matches people with people to grow KC entrepreneurship:

- Entrepreneurs
- Investors
- Corporate Leaders
- Educators
- Civic Leaders
- Entrepreneurial Supporters



Carmen DeHart
Missouri Small Business & Technology Development Center at the University of Missouri-Kansas City

Source: KCSourceLink, SourceLink Pro®, 2017

Visit wecreatekc.com or call 816-235-6500.

The world is watching KC entrepreneurship

Storytellers, civic leaders, cultural stewards— all work to shape the perception of Kansas City beyond our borders and to project it to the world. Their work has helped KC entrepreneurship garner headlines, national rankings and a reputation for camaraderie, innovation and entrepreneurial growth—all within an environment that is affordable, vibrant and truly supportive of its entrepreneurs.

Here are our top 10 of KC's top 10 rankings:

#2 Most Improved Metro Area for Startup Growth

—Kauffman Index of Startup Activity, 2016

#4 Best City for Young Entrepreneurs

—Under30CEO, 2013

#2 City for Women in Tech

—SmartAsset, 2017



Bobby Burch
Startland News

Sarah Mote
KCSOURCELINK

Tamarra Price
KPPZ
Urban Talk
100.5 FM

Ashlie Hand
Kansas City Area
Development
Council

Brian Kaberline
Kansas City
Business
Journal

Saleem Rasheed
Taking Care of
Business Magazine

Kelly Scanlon
Thinking Bigger
Business Media

#1 City for Business Growth

—Wendover-InsightPRM Business Growth Report, 2016

#2 City for High Wage Jobs

—Forbes, 2017

#3 Best Cities for Jobs

—Glassdoor, 2017

#4 Best City for Startups in U.S.

—Entrepreneur, 2017

#2 Best Job Market for 2017 College Grads

—ZipRecruiter, 2017

#4 Hot Startup City

—Entrepreneur, 2014

#5 City for Tech Jobs

—Money, 2017

How are we accelerating KC innovations?

Partners in the KCSOURCELINK network step in to help give lift and momentum to homegrown innovations, helping makers and innovators define markets, develop prototypes, find mentors, secure capital and more.

These innovations are CEO-ready.

Whiteboard2Boardroom has curated 250+ innovations from 23 research institutions, hospitals and corporations across Kansas and Missouri, helping move technologies out of research labs and into the marketplace. Illustrated here: a select number of innovations that are ready for licensing or commercialization.



11
Environmental
Technologies



112
Human Health



26
Computer and Software
Programming

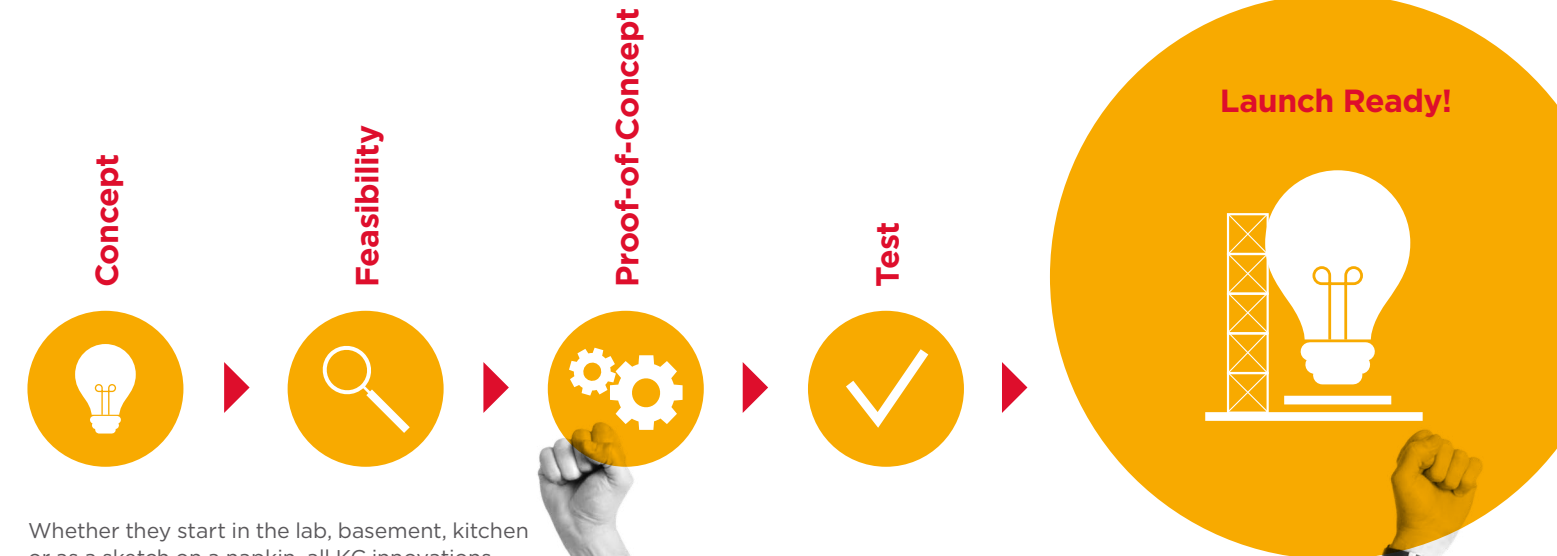


19
Ag Science



Xander Winkel
Innovation Center

Quest Moffat
Project United Knowledge



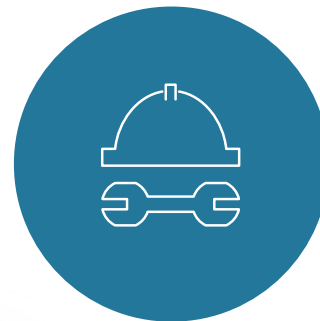
Whether they start in the lab, basement, kitchen or as a sketch on a napkin, all KC innovations benefit from a strong pipeline of partners who help accelerate ideas to market.



24
Chemistry and
Advanced Materials



47
Engineering and
Manufacturing



14
Animal Health and
Veterinary Science



Jeff Shackelford
Digital Sandbox KC

Jill Meyer
Missouri Small Business &
Technology Development
Center at UMKC

Jim Baxendale
Whiteboard2Boardroom

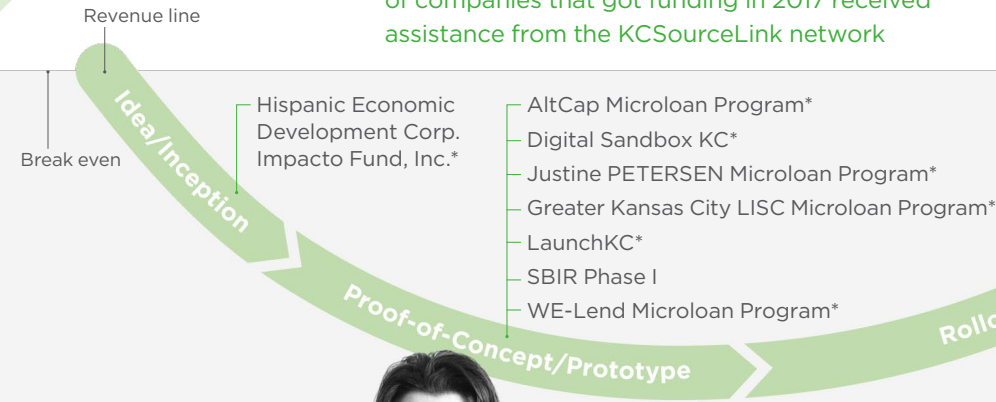
Who is investing in KC entrepreneurs?

KC investors and funders have been raising their hands and stepping up. Almost half of the capital resources for early-stage entrepreneurs are new since 2013.

70%

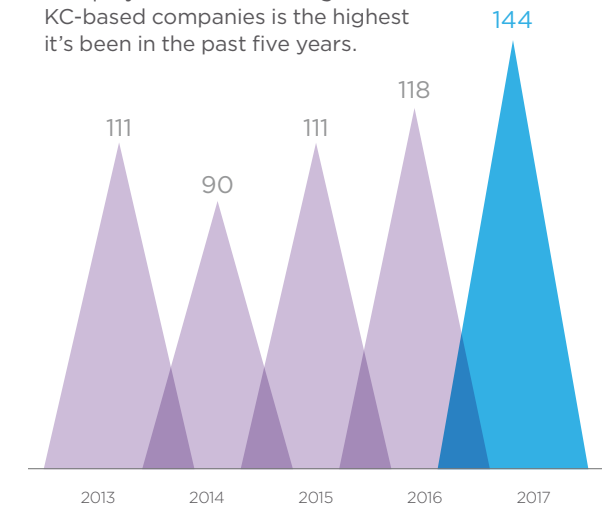
of companies that got funding in 2017 received assistance from the KCSOURCELINK network

Stage of Business Development



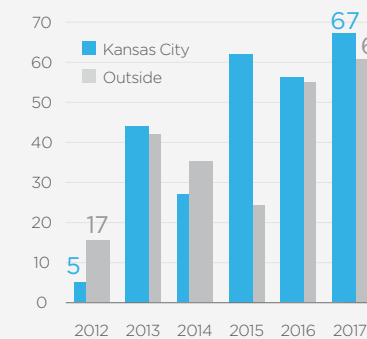
Invest in the future

For 2017 the news is good: The number of equity investments and grants into KC-based companies is the highest it's been in the past five years.



KC investors support startups

For the last three years running, the number of investors from the Kansas City area has outpaced investors from outside Kansas City.



Sources: Above, Includes equity investments and grants. Various public sources and private databases. Left, Various public and private databases, for investments where investors are disclosed.

*Indicates new (since 2013) capital resource



How do corporations get involved in KC entrepreneurship?

Many corporations find innovation—new solutions, new products or new markets—through engagement with the entrepreneurial community.

Big KC companies engage with entrepreneurial firms in a number of ways:



Event and program sponsorship put the spotlight on community engagement



Mentoring/intentional collisions support fresh talent and grow local companies



Intrapreneurship creates a culture of innovation and opportunity



Corporate accelerators create new products and new partnerships



Corporations invest in startups

Corporations also engage with the entrepreneurial community by being first customers and test beds. Smaller companies can also become part of the supply chain for a large organization.

Who will be KC's next big corporation?

These are the companies to watch. Companies on the KC Watch List received funding, grant or investment, in 2016 and 2017, or two investments or grants in 2017.

- | | | |
|-------------------------|---------------------------|--------------------------|
| + Big Bang | + Idle Smart | + PopBookings |
| + Billdrill | + LendingStandard | + PlanIT Impact |
| + bloom | + Livestock Lens | + PreScreend |
| + ClaimKit | + Metactive Medical, LLC | + ShotTracker |
| + Drones 4 Hire | + Mobility Designed | + Site 1001 |
| + ELIAS Animal Health | + MusicSpoke | + Super Dispatch |
| + FEWDM, LLC | + Mycroft | + Tapyness |
| + Flow Forward Medical | + Orbis Biosciences, Inc. | + Toss It Curbside, Inc. |
| + H3 Enterprises | + OssiFi | + Training for REAL |
| + Hidden Abilities, LLC | + OYO Fitness | + Vector Legal Method |
| + HylaPharm | + Pepper | + Zego |
| + ImpeDx Diagnostics | + PerfectCube | |

Sources: Various public sources and private databases



JE Dunn incubated, invested in and spun out Site 1001, a building management platform with three offices and 30 employees.



KCP&L and GXP support the Energy Sandbox, a part of Digital Sandbox KC that provides early-stage grant funding and support for companies at the proof-of-concept stage.



Black & Veatch established their Growth Accelerator to spur internal innovation and create a culture of entrepreneurship within the company.



Sprint and Dairy Farmers of America partner in the Sprint Accelerator to work closely with select entrepreneurial firms to solve specific business problems.



Sam Robertson
Site 1001

Ashwin Shashindranath
GXP Investments

Patty Corcoran
Black & Veatch
Growth Accelerator

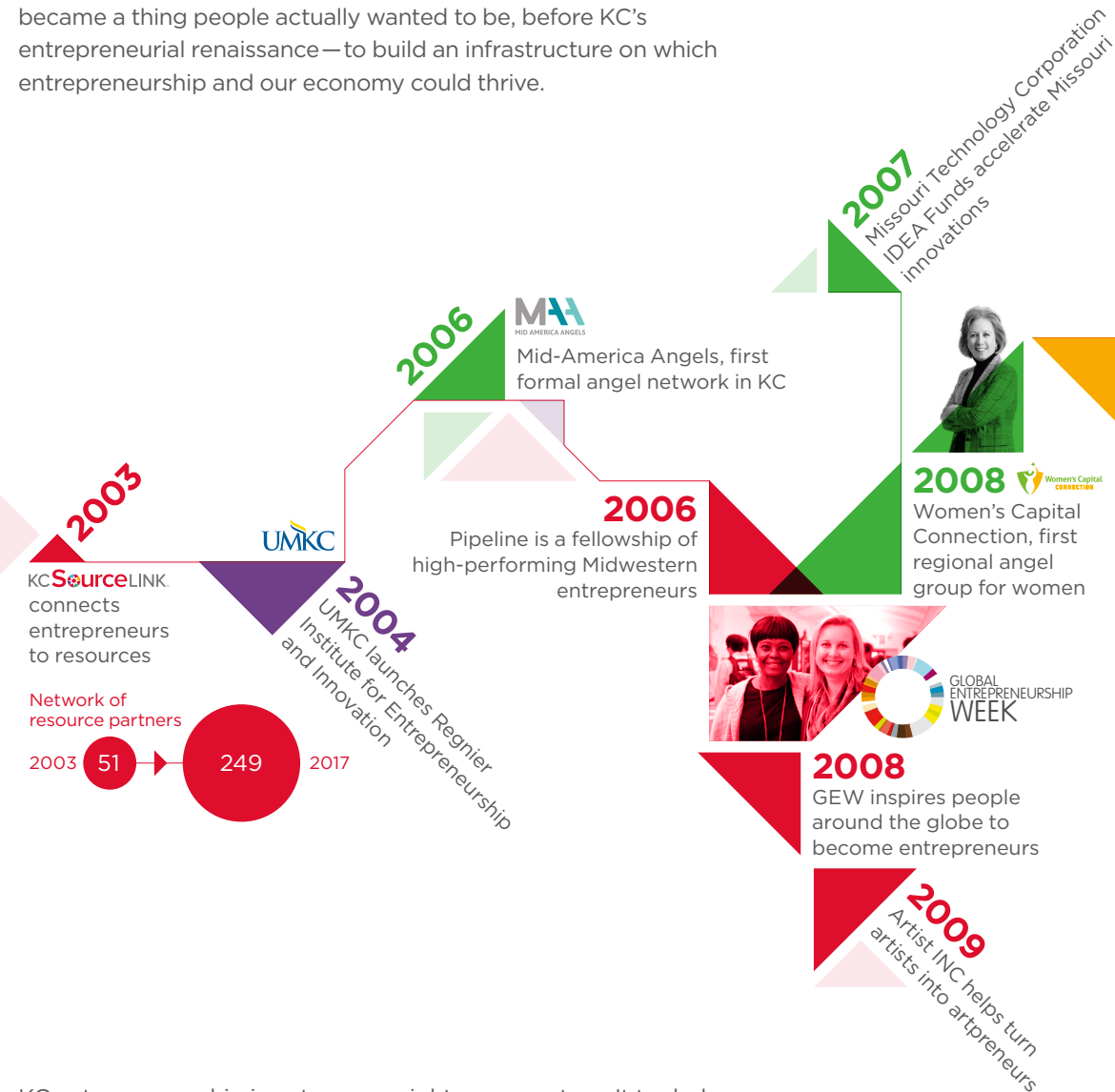
Doug Dresslaer
Sprint Accelerator

Visit wecreatekc.com or call 816-235-6500.

KC entrepreneurship: it takes a village...and a lot of time

The KCSOURCELINK network was here—before the economic surge and slump, before Google came to town, before “entrepreneur” became a thing people actually wanted to be, before KC’s entrepreneurial renaissance—to build an infrastructure on which entrepreneurship and our economy could thrive.

- Resources**
Connect entrepreneurs to a network of resources
- Talent**
Develop nextgen talent, from elementary school through college
- Innovation**
Accelerate ideas toward commercialization
- Awareness**
Tell the story of KC entrepreneurship
- Capital**
Improve access to capital for entrepreneurs

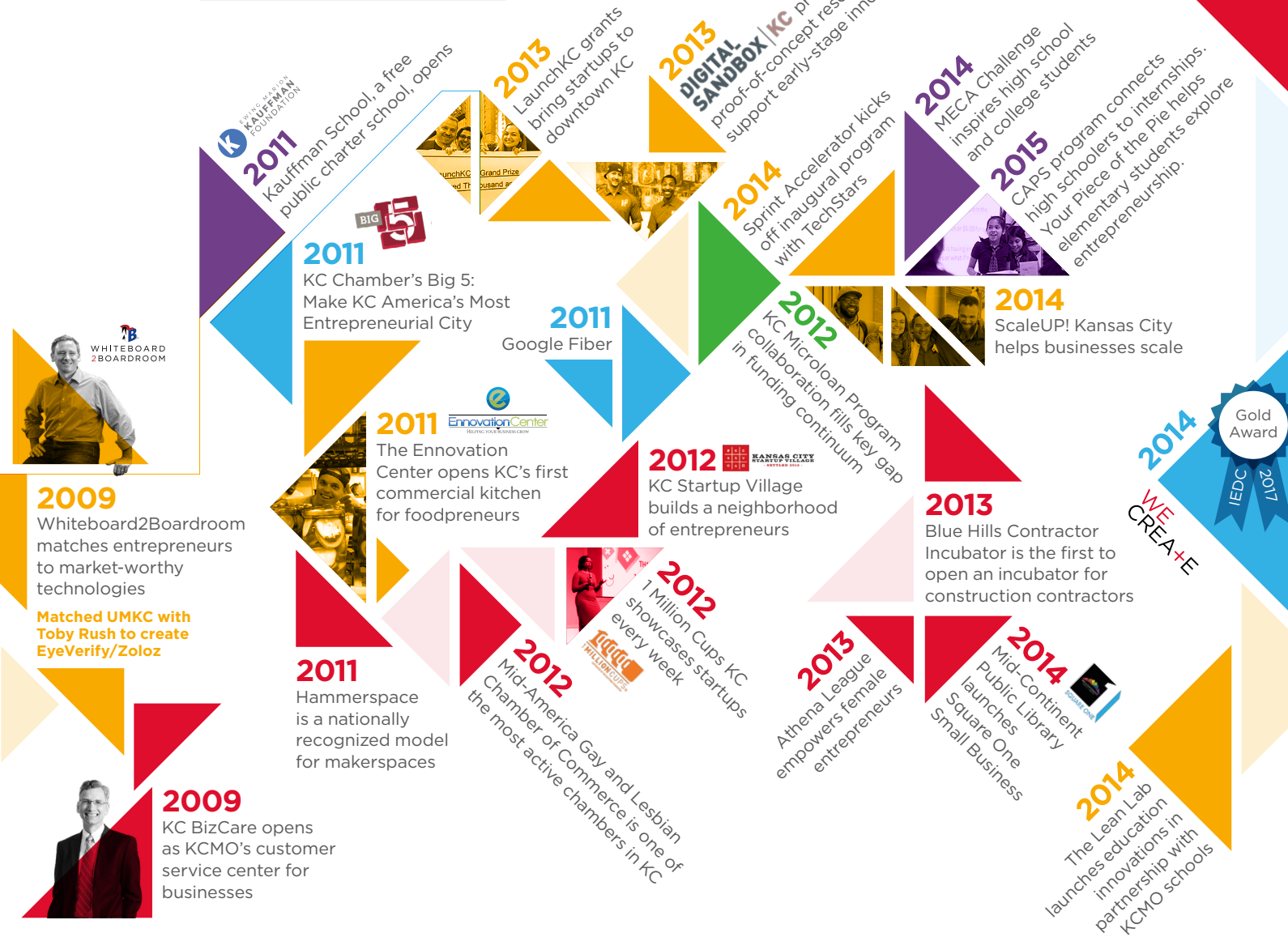


KC entrepreneurship is not an overnight success story. It took deep roots. It took deliberate planning. It took intentional collaboration and outreach. Be proud of what you've built. Be proud of the KC you created.

Celebrate it—and step up to move it forward. Because we still have a long way to go to connect all entrepreneurs into the KC ecosystem, recruit talent, move ideas to market, improve access to capital, build more bridges between startups and corporations and tell our story.

“We need to view education and entrepreneurship as interconnected and inseparable.”

—Corey Mohn, Blue Valley CAPS



\$540MM
invested in KC startups in 2017

61%
increase in # of KC deals since 2014

290%
increase in access to capital from 2013 to 2016

Source: Various public sources and private databases.

Visit wecreatekc.com or call 816-235-6500.

Where did it begin?

See how KC built an infrastructure for entrepreneurs

2015

KC Coworking Alliance spreads the word about coworking spaces and best practices

2015

Velocity Lee's Summit shines spotlight on suburban entrepreneurs

2015

Project United Knowledge, an accelerator, serves entrepreneurs from underserved communities

2015

We Create Capital is an action plan to improve access to capital



2015

Startland News reports on KC's most innovative ideas



2015

Flyover Capital focuses on early-stage investments

2015



Enterprise Center in Johnson County launches Growth Mentoring Service

2016



KCRise Fund engages local investors in sidecar fund

2017

Northeast Chamber of Commerce opens the Egg Pop-Up Business Incubator for Main Street entrepreneurs

2017

Sprint Accelerator rolls out the Corporate Accelerator with Sprint, Pinsight Media and Dairy Farmers of America



2017

AltCap secures SBA Microloan Fund

2017

We Create Jobs reports on jobs created by KC startups

2017

5,000+ attendees at GEW 10th anniversary

5,072 referrals to partners in the KCSOURCELINK network in 2017

3,651 unique people served in 2017

2017

Beyond Collisions: How to Build Your Entrepreneurial Infrastructure by Maria Meyers and Kate Hodel



2017

KCSOURCELINK is your connection to KC entrepreneurship
KC is better connected

35,717

referrals (since 2003) of business owners to resources that can help them grow

53,305

connections (since 2003) to the entrepreneurial ecosystem

14

number of spots KC jumped in the Kauffman Index of Startup Activity, from 2015 to 2017

Sources: KCSOURCELINK, SOURCELINK PRO® 2017; KAUFFMAN INDEX OF STARTUP ACTIVITY, 2017

KCSOURCELINK

Get connected to KC's entrepreneurial ecosystem and get involved:

Visit wecreatekc.com or call 816-235-6500.

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