

Contract Update 2019-2020

Sept 2020



Deliverable 1:

Support a collaborative entrepreneurial & innovative environment

Small Business Relief Update

Understanding the Paycheck Protection Program



- We serve as the reliable direct point of contact for entrepreneurship/innovation and startup efforts:
 - 100% support of the City's Small Business Resiliency Task Force.
 - 100% support of regional Entrepreneurial Support Organization Task Force.
- Dedication of one FTE to the Department as needed, example is our robust assistance through the pandemic.
- First to complete a region wide impact survey with over 400 local small business responses at the outset of the pandemic crisis to ensure the statewide emergency declaration happened in a timely fashion. **This was a critical step in getting access to EIDL funding.**
- First to provide near daily guidance relaying the latest federal and state aid updates for small businesses during the pandemic crisis (Cares Act, EIDL, and AEDC programs and incentives – Guides in English and **translated to Spanish in partnership with UA Social Innovation Team – 1st Page of Google Search on PPP**).
- Persistent advocacy to Federal and State authorities for key programs and incentives to support the small business and startup community during the entire pandemic.
- Developed and published specific bold policy initiatives (Policy Map) to drive inclusive small business, startup, and employment growth that build on Kauffman Foundation recommendations for America's New Business Plan.
- Excelled in producing contract outcome and outputs. Ex. 19 SBIR/STTR awards in past two years and 72 patent and patent applications by Fayetteville ventures who worked with Startup Junkie in collaboration with our partners like ARTP.
- Executed our successful Startup BRE Program which entails regular health checks on Fayetteville ventures to ensure both growth and to address challenges.

Deliverable 2:

Increase high-tech
job growth and
University
partnerships



- 685 net new jobs created by Fayetteville ventures we've supported over the past 24 months
- 19 SBIR/STTR awards secured by Fayetteville ventures over the past two years equating to **\$6,199,000** in funding for these Fayetteville ventures (**Does not include the additional \$3M+ OzarkIC has won in the past 3 months**).
- Maintained a close working relationship with the UA, and companies that operate at the ARTP.
 - Examples: OzarkIC, WattGlass, BlueInGreen, SurfTech, GlideNano, CatalyzeH2O, Phigenics, and others that have secured millions in SBIR funding, and/or employ high tech workers in Fayetteville.
 - Played an active role with the UA in the National Science Foundation (NSF) I-Corps site program to advance UA spin-outs
- Lead and grow the only active angel investment group in Arkansas – Ark Angel Alliance. This will provide increased capital access to Fayetteville entrepreneurs.

Deliverable 3:

Create innovative spaces and programs to support entrepreneurs



- Continue to support CenterSpace on the Fayetteville square. **CenterSpace costs us over \$60,000 per year to keep open (this is the lease and utilities cost).** CenterSpace provides:
 - No cost day use co-working for entrepreneurs
 - No cost reservation of the conference room for entrepreneurs needing to hold offsite meetings
 - Primary location for leading virtual and in person no cost 1:1 consulting engagements with Fayetteville entrepreneurs
 - Primary location for leading virtual and in person no cost event engagements for Fayetteville entrepreneurs
- High cadence throughout contract of events, and rapid transition of all of our events to virtual. Doing so we were actually able to significantly increase our event cadence (over 100 virtual event engagements during the pandemic period), and keep our reach of Fayetteville entrepreneurs very high. Sample of virtual events included:
 - Startup Junkies Podcast – 200 episodes – 100 countries
 - Effective Crisis Communication Strategies For Uncertain Times
 - Accelerating Through a Slow Down
 - Virtual IdeaFame
 - GameChangers
 - Startup Stories
 - Mental Wellness for Small Businesses
 - Put It All On The Line w/ inclusion and diversity leader Dr Daniels
 - Improvise. Adapt. Overcome.
 - Leading your Quaranteam
 - How to Weather the Storm
 - The Great Migration: Preparing To Return to the Workplace
 - Safety360: What Every Small Business Should Know
- Led 256 world class entrepreneurship and innovation focused event, workshops, and program engagements in Fayetteville over the past 2 years serving 19,560 attendees. Over 100 of these event engagements were virtual during the pandemic period to ensure maximum support.

Deliverable 3:

Create innovative spaces and programs to support entrepreneurs

STARTUP CRAWL!

- Startup Crawl 2018 had 50% more attendees than 2017, reaching 1500, and was the largest entrepreneurship and innovation focused event in Arkansas history.
- Startup Crawl 2019 was even more massive of a success, and has remained the largest entrepreneurship and innovation focused event in Arkansas history. In 2019 we had 30% more attendees than 2018.
 - **2000 attendees (Kansas City Startup Crawl- drawing from an MSA 4x NWA's size and a city with 6x Fayetteville's population, had 600 attendees)**
 - **12 stops**
 - **40 participating ventures**
 - **14 local breweries**
 - **5 local musicians**

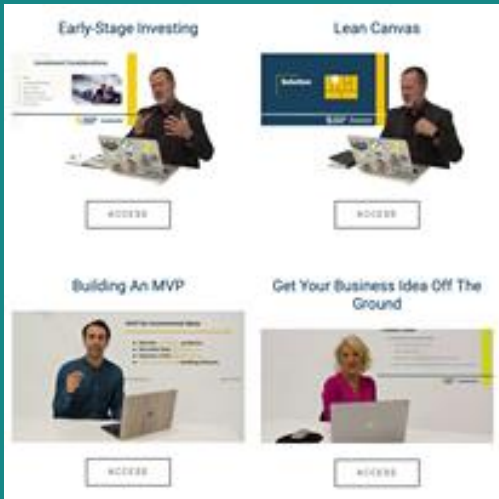
STARTUP WEEK! (Improvise. Adapt. Overcome.)

- Due to the devastating pandemic, we could not hold the Startup Crawl 2020. Instead, we pivoted and in partnership with Startup Junkie Foundation launched **Startup Week!** Startup Week 2020 included five nights of virtual, televised events and local food and drink pairings that highlight startups, small businesses, restaurants and breweries.
 - Each night, local startups we're showcased on Fayetteville Public Television (FPTV) and YouTube in short video clips **reaching an audience of over 2000 during the week.**
 - 65 individual startup / small business videos created providing evergreen content for local entrepreneurs beyond event week
 - GameChanger interviews with **Steve Case, Mack McLarty, Tom Gordon, and Sam Alley**
 - Over **80** local startups, small businesses, breweries, and restaurants participating
 - **6** feature length programs produced (**IdeaFame, GameChangers, Underserved Community Panel Discussion**)



Deliverable 4:

Expand and enhance Workforce Development, Attraction, and Retention through entrepreneurship education opportunities at all levels.



- Despite COVID-19, as stated we continued our targeted events that provide entrepreneurship education at all levels.
- Developed and launched a comprehensive digital library of small business, innovation, and entrepreneurial educational content on the Startup Junkies YouTube Channel available for Fayetteville entrepreneurs [Startup Junkie Youtube Educational Content](#).
- Delivered weekly free webinars on a variety of marketing, finance, HR, and leadership topics with subject matter experts from across the country.
- Continue the widely recognized Startup Junkies Podcast that delivers lessons learned and education available to Fayetteville entrepreneurs.
- Along with deciphering massive amounts of legalese and Federal government jargon into a series of publications explaining PPP, EIDL, and other government programs during the pandemic, we also produced a number of publications guiding small business through the pandemic. [Examples like “Tips And Recommendations For Ventures and Small Businesses Amid COVID-19” can be found here.](#)

Deliverable 5:

Support, Foster, and Expand entrepreneurship through retail and restaurant development



- Continue to serve new Fayetteville retail and restaurant ventures through high quality no cost 1:1 consulting and mentoring. These range from new Fayetteville food CPG ventures like Natural Way Food Group to new Fayetteville restaurants like Tula.
- Provided high quality on-going assistance to NWA ventures looking to expand their presence in Fayetteville. As ex. SnackLab NWA expansion into Fayetteville and soon to be announced LOMA on the Fayetteville square (a new venue led by Tula founder Juan Bahena)
- Continued partnership with the UA Food Innovation Center to ensure Fayetteville food entrepreneurs have the support they need
- In addition to new starts, continue to support existing and growing Fayetteville retail ventures, like Freckled Hen Farmhouse
- Actively lead virtual events on digital marketing and ecommerce to help provide maximum information and education to Fayetteville entrepreneurs looking to expand their business online
- Worked throughout the pandemic on numerous task force groups to bolster initiatives like PPP, EIDL, ORA and others to help restaurants, bars, and breweries survive.
- Provided key support of the City's monumental Outdoor Refreshment Area (ORA) initiative, from inception to launch and execution. Critical to helping drive business to our local small businesses while helping mitigate COVID-19. Ex of how deep our support goes: Food Loops, the local ORA cup provider has been a Startup Junkie client for the past 2 years

Additional Notable Projects

- Continued work on the SLS Communities project to advance the progress and services for developmentally disabled adults which included a substantial expansion of soft-surface trail connectivity from the City to Kessler Park.
- Preparing to compete again for another 5 years of funding and support from the US Small Business Administration to continue leading the highly successful Ozarks Regional Innovation Cluster, based in Fayetteville- amplifying our ability to support Fayetteville entrepreneurs
- The Startup Junkie and Conductor teams have authored a book to be released in early 2021 called, **Creating Startup Junkies: Building Sustainable Venture Ecosystems in Unexpected Places**. This book will serve to highlight Fayetteville as a shining example of what is possible in non-coastal areas.



ROI:

24 Month Output Metrics



- We served **1,042** Fayetteville entrepreneurs through **1,122** one-on-one high quality free consulting, mentoring, counseling, training, support, and assistance engagements (all of which went virtual starting in March 2020 and beyond)
 - **289** women owned ventures
 - **154** minority owned ventures
 - **53** veteran owned ventures
- Companies ranging from Little Bird Systems to NLMG
- **256** Event, Workshop, and Program engagements in Fayetteville serving **19,560 attendees**

ROI:

24 Month Outcome Metrics of Fayetteville Ventures

- **685** net new jobs created
- **\$90,078,000** in capital raised
- **\$1,630,000** in grants (state and federal) secured
- **261** new products, services, and solutions brought to market
- **72** patents and patent applications
- **19** SBIR and STTR awards
- **51** unique Fayetteville retail, restaurant, and accommodation ventures assisted through multiple on going and in depth engagements

(Top 5 bullets based on survey data received from **98** Fayetteville venture companies)

Pandemic Response Recap:

Improvise Adapt Overcome



- Increased the cadence of virtual no-cost consulting sessions with small business owners and startups dealing with the existential issues due to COVID-19.
- Actively participated in the regional entrepreneurial support organization (ESO) COVID-19 task force to ensure regional coordination of support for small business and startups.
- First to complete a region wide impact survey with over 400 local small business responses at the outset of the crisis to ensure the statewide emergency declaration happened in a timely fashion. **This was a critical step in getting access to EIDL funding.**
- First to provide near daily guidance relaying the latest federal and state aid updates for small businesses, (Cares Act, EIDL, and AEDC programs and incentives – Guides in English and **translated to Spanish in partnership with UA Social Innovation Team – 1st Page of Google Search on PPP**).
- Increased the cadence, quality and reach of the Startup Junkies Podcasts (200+ episodes reach 100 countries). High profile guests included – **Steve Case (AOL Founder, Rise of the Rest, Sam Parr, The Hustle, Sara Frey of Frey Farms)**. Bringing greater visibility to the City of Fayetteville, and providing Fayetteville entrepreneurs timely information, education, and inspiration.
- Active partnership with the City on COVID-19 task force and emergency management and disaster response regarding the small business and startup community.
- Provided active support to the super-regional EcoPotential NGO task force to align supply and demand of PPE and to identify new US-based sources.
- Actively participated in the statewide Maker task force aimed at creating new sources of PPE locally.
- **Developed and launched a comprehensive digital library of small business, innovation, and entrepreneurial educational content on the Startup Junkies YouTube Channel available for Fayetteville entrepreneurs.**
- Provided key support of the City's monumental Outdoor Refreshment Area (ORA) initiative, from inception to launch and execution. Critical to helping drive business to our local small businesses while helping mitigate COVID-19.
- Persistent advocacy to Federal and State authorities for key programs and incentives to support the small business and startup community during the entire pandemic.
- Developed and published specific bold policy initiatives to drive inclusive small business, startup, and employment growth that build on Kauffman Foundation recommendations for America's New Business Plan.
- Along with deciphering massive amounts of legalese and Federal government jargon into a series of publications explaining PPP, EIDL, and other government programs during the pandemic, we also produced a number of publications guiding small business through the pandemic. [Examples like "Tips And Recommendations For Ventures and Small Businesses Amid COVID-19" can be found here.](#)

What's Next:

Accelerate Recovery

Ley CARES:

Comprensión del programa de protección para cheques de pago



- Continue high cadence of virtual events providing critical and timely education, information, and inspiration for Fayetteville entrepreneurs.
- Continue virtual one-on-one no cost consulting sessions with Fayetteville entrepreneurs facing the existential on going threat from COVID-19.
- Continue our events aimed to provide additional support for the underserved communities (minority, women, and veteran entrepreneur focused) in Fayetteville.
- Continue to ensure our educational materials and key communications are in multiple languages.
- Continue support of the vibrant and high impact Outdoor Refreshment Area (ORA) program.
- Continue to work with the City's Small Business Resiliency Task Force on strategic focus areas going forward – **Drive new innovative programs and outreach to increase impact and accelerate recovery.**
- **Lead and grow the only active angel investment group in Arkansas – Ark Angel Alliance. This will provide increased capital access to Fayetteville entrepreneurs.**
- January 2021 release of the book – **Creating Startup Junkies – Building Sustainable Venture Ecosystems in Unexpected Places. Establishing Fayetteville as a thought leader, and bringing incredible positive increased visibility to City.**