



Making Tennessee the #1 place in the Southeast for entrepreneurs to start and grow a company



OVERVIEW

WHAT IS LAUNCH TENNESSEE?

We are a public-private partnership, funded in part by the State of Tennessee, working to make Tennessee the #1 place in the Southeast for entrepreneurs to start and grow a business.



1,300+ jobs created

Why startups?

Because new companies create more than 65 percent of all jobs. And because Tennessee's communities, government, academic institutions and strong business sectors have the talent, commitment and the know-how. We just bring it all together, then take it to the next level.



230 companies accelerated

At LaunchTN, we are entrepreneurs, investors and business professionals. We believe in an entrepreneurial approach, that innovation transforms and that collaboration is critical to success. And we have put into place the infrastructure to allow that process to happen every day, all across Tennessee.



\$77 million matching funds invested



2,200+ companies screened



\$430+ million venture investment in Tennessee



\$48 million raised by accelerator-assisted companies

**All data represents results from 2012 & 2013*

HOW DO WE DO IT? LAUNCH TENNESSEE'S FOUR PILLARS:

Entrepreneurship

We oversee nine regional business accelerators across the state. These accelerators provide resources, mentorship and connections for entrepreneurs, both onsite and in the surrounding area.



Commercialization

We connect ideas, people and money. That includes everything from growing emerging technologies coming out of state research institutions to connecting inventors with entrepreneurs and investors.



Capital

We work with angel networks, angel investors and venture capital firms around the country. We also co-invest with these partners through LaunchTN's INCITE Fund.



Outreach

We host events that bring together entrepreneurs, mentors, researchers and investors from around Tennessee and the world. These range from an after-hours mixer at one of the accelerators all the way up to Southland, the Southeast's premier tech conference for early-stage companies and people who want to partner with them.



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Visit us online at LaunchTN.org



Launch Tennessee

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COMMERCIALIZATION

Our goals are to develop companies, create jobs and grow Tennessee's economy. We do this by helping inventors with **commercialization**: taking a technology, often from a research institution, and introducing it to the marketplace.

Launch Tennessee



Provides technical assistance



Matches inventors with investors & entrepreneurs



Connects investors & entrepreneurs with tech transfer offices

\$3 Billion

is invested annually in research and development across Tennessee's internationally recognized research institutions

45+

R&D startups formed since 2012

TECHNICAL ASSISTANCE

- 1 Get you funded
- 2 Help you write grants & business plans
- 3 Get you ready to launch & sell your product

We teach you how to maximize your chances of getting federal funding through the SBIR/STTR programs at minimal cost to you.

Small Business Innovation Research (SBIR) & Small Business Technology Transfer (STTR)

What

Federal initiatives that provide R&D funding to qualified small businesses

Why

To stimulate innovation and development in high tech areas

How

We help inventors get these awards through Phase 0/00, workshops, events & coaching

Phase 0/00 Program

What?

Competitive application process that funds efforts of selected SBIR/STTR applicants in Tennessee

Why?

Gives candidates the competitive edge and helps firms achieve win rates 2x the national average

Why apply?

We screen all ideas at no cost, so everyone gets time, consideration and feedback even if their ideas are not selected.

VENTURE MATCH PROGRAM

Because Launch Tennessee is a statewide partnership with public and private interests, we can connect inventors to the right investors throughout the state.

**Technology + Entrepreneurs + Capital = New companies
Sustainable jobs
Value for investors**

TECH TRANSFER OFFICES

Tennessee's technology transfer offices help turn research into business. They help inventors raise capital, create a market and minimize risk to make ideas into viable businesses.



9

Venture Match events held in Tennessee since 2013

8

SBIR/STTR workshops held since 2013

600+

Attendees present across all commercialization events

7 Tech Transfer Locations across Tennessee



*The Tennessee Board of Regents system includes six universities: Austin Peay State University, East Tennessee State University, Middle Tennessee State University, Tennessee State University, Tennessee Technological University and the University of Memphis

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ENTREPRENEURSHIP

Tennessee entrepreneurs solve problems, create jobs and strengthen the state economy. Launch Tennessee helps them make that happen.

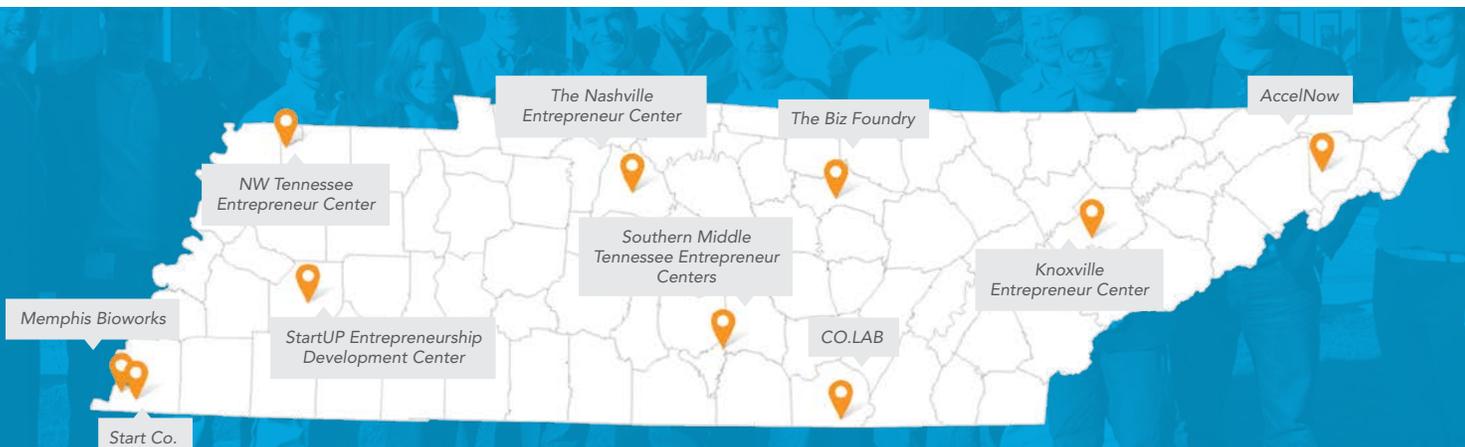
LaunchTN is the only statewide collaborative startup network in the country. As we make Tennessee the #1 place to start and grow a business, we guide entrepreneurs from idea to execution. How? By providing all the resources entrepreneurs, small-business owners, inventors and investors need, including:

REGIONAL ACCELERATORS

The LaunchTN network of accelerators includes:

AccelNow
The Biz Foundry
CO.LAB
Knoxville Entrepreneur Center
Memphis Bioworks

Southern Middle Tennessee Entrepreneur Center/autoxlr8
The Nashville Entrepreneur Center
Northwest Tennessee Entrepreneur Center
StartUP Entrepreneurship Development Center
Start Co.



THE TENN

The TENN is LaunchTN's master-accelerator program. Our participants make their best sales pitches to a panel of out-of-state investors, and the top 10 head out on a Tennessee Roadshow, a statewide tour of major corporations.

After that, the TENN goes across the country, connecting with nationally known corporate leaders and entrepreneurs, attending investor-group meetings and gaining exposure to national media.

Along the way, they also have access to:

- A network of more than 40 master mentors
- Office space in the nearest accelerator (or a subsidy to cover existing office space)
- Special events that put them in front of high-level, industry specific connections throughout Tennessee

This exposure to investors and successful companies is what makes LaunchTN the perfect partner. We know the entrepreneurs who are turning today's big ideas into tomorrow's companies often operate in a vacuum. The TENN makes sure they can navigate the gap between leaving our accelerator network and finding investment or a sustainable business model.



GET INVOLVED

LaunchTN succeeds by connecting creative, driven people. From investors to entrepreneurs to businesspeople, we put expertise to work to help grow Tennessee's best ideas.

If you fit any of the following descriptions, we want to talk to you about getting involved:



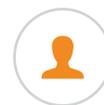
Entrepreneurs
Have you launched a successful company?



Inventors
Have you taken a product or idea to patent or to market?



Investors
Do you fund startups?



Mentors
Do you advise new talent on the dos and don'ts of your business sector?

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CAPITAL FORMATION

Launch Tennessee helps investors of all types find promising startup companies in our state. We offer connections to companies making significant headway in healthcare, IT, digital media and more.

WHY INVEST IN TENNESSEE?

Better Valuation Investors are finding some of the most compelling valuations of any area in the U.S.

Momentum Tennessee is a business-friendly state with low taxes and regulations that encourage statewide development and growth. Our economy is booming, with the entire state experiencing a surge in energy and invention.

Smart, Creative People Tennessee's robust university system and research institutions attract top-tier talent from around the world. Our cities have built strong reputations for a great quality of life and opportunities for entrepreneurial success, bringing more talented people to the state each month.

Corporate Support Executives from Tennessee-based Fortune 500 companies like FedEx, HCA and Eastman Chemical Company work closely with LaunchTN to mentor and support startup companies.

Matching Funds Investment dollars can be matched through the INCITE Co-Investment Fund.

\$200+ Million

in VC investment across the state in 200 high-growth startups annually

\$430 Million

investment in Tennessee startups since 2012

Tennessee Ranked #19

In the country by The Milken Institute for Risk Capital and Entrepreneurial Infrastructure (up from #35 in 2010)



"We are deeply committed to supporting the innovators, entrepreneurs and investors that call Tennessee home."

Bill Haslam,
Tennessee Governor

INCITE CO-INVESTMENT FUND

The INCITE Co-Investment Fund was created in 2011 as part of a state initiative to drive growth and create knowledge-based jobs in Tennessee by encouraging investment in developing small businesses. In its first two years, the Fund augmented investments in 30 Tennessee companies, leveraging \$57 million in outside capital into \$77 million.

LaunchTN administers the Fund, which has \$10 million to invest in 2014:

- Tier I: Seed Stage Investment – 25% match
- Tier II: Early/Growth Stage Investment – 20% match
- Tier III: Expansion Stage Investment – 15% match, capped at \$3 million

CO-INVESTMENT PARTNERS

LaunchTN has partnered with over 40 local and out-of-state investment firms in addition to over 40 angel investors.

HIGHLIGHTED INCITE COMPANIES

YouScience

Developer of Latitude, an online education and career assessment tool for young people preparing to enter the workforce

iCitizen

Creator of an app that promotes civic and community engagement

Molecular Sensing

Creator of molecular biosensor technology for use in pharmaceuticals

Hubble Telemedical

Enabling earlier detection of systemic and debilitating diseases that manifest in the retina

\$77 Million
matching funds invested

\$10 Million
INCITE Co-Investment
funds available in 2014





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OUTREACH & COMMUNICATIONS

Launch Tennessee brings together entrepreneurs, mentors, researchers and investors to start and grow Tennessee's most promising companies. We tap resources and investors from across the state and the country to turn ideas into business.

One of the most effective ways we do this is through our events, which include:

- **Southland** One of the country's leading technology and entrepreneur conferences
- **Global Entrepreneurship Week** Tennessee partners host 75+ events during GEW, the world's largest celebration of the innovators and job creators who launch startups
- **Regional, local and sector-specific events**

SOUTHLAND

Southland is one of the country's leading conferences highlighting the best in entrepreneurship, technology and southern culture. It offers top startups from across the globe access to some of the country's leading investors, entrepreneurs and technology thought leaders. In 2014, 10 startups will also compete to win \$100,000 in funding awarded by a panel of expert investors and entrepreneurs.

Launch Tennessee partners with leading tech media outlet PandoDaily to co-produce the event.

Southland's 2014 all-star speakers include:

- Former Vice President Al Gore
- PayPal President David Marcus
- Evernote CEO Phil Libin
- Bonobos Co-Founder & CEO Andy Dunn



Bill Hagerty, Commissioner, Tennessee Department of Economic & Community Development



GLOBAL ENTREPRENEURSHIP WEEK



Global Entrepreneurship Week (GEW) is an annual initiative that introduces people to entrepreneurship and encourages them to explore their own ideas.

Launch Tennessee supports GEW by helping coordinate statewide events highlighting entrepreneurship and innovation.

GEW events in Tennessee include:

- **Will This Float?** CO.LAB - Chattanooga, TN
- **Startup Day** KEC - Knoxville, TN
- **NEXT Awards** Nashville EC - Nashville, TN
- **48 Hour Launch** Biz Foundry - Cookeville, TN
- **Ignite Memphis, Vol. 6** Start Co. - Memphis, TN

REGIONAL, LOCAL & SECTOR-SPECIFIC EVENTS

Launch Tennessee hosts and attends events throughout the state to promote entrepreneurship, connect startups with sources of capital and help inventors commercialize their ideas. The organization has been consistently recognized for the quality and quantity of its outreach efforts.

Launch Tennessee events have generated significant media coverage, helping extend the reach of Tennessee's efforts to become the #1 state in the Southeast for entrepreneurs to start and grow a business.



\$980K+
PR/Marketing Value



650+ entrepreneur
events held across
Tennessee in 2013

10+ Million

people from 115 countries
have participated in GEW
since 2008

84

events held during
GEW in 2013

Top 5

for number of events held
during GEW for the third
year in a row

"Southland helps put a stamp on Tennessee as a place where there is a lot of activity around entrepreneurship and in the early-stage capital scene. At the end of the day, we are doing this to attract investors to look at our companies so they can help fill that capital gap."

Charlie Brock,
CEO of LaunchTN



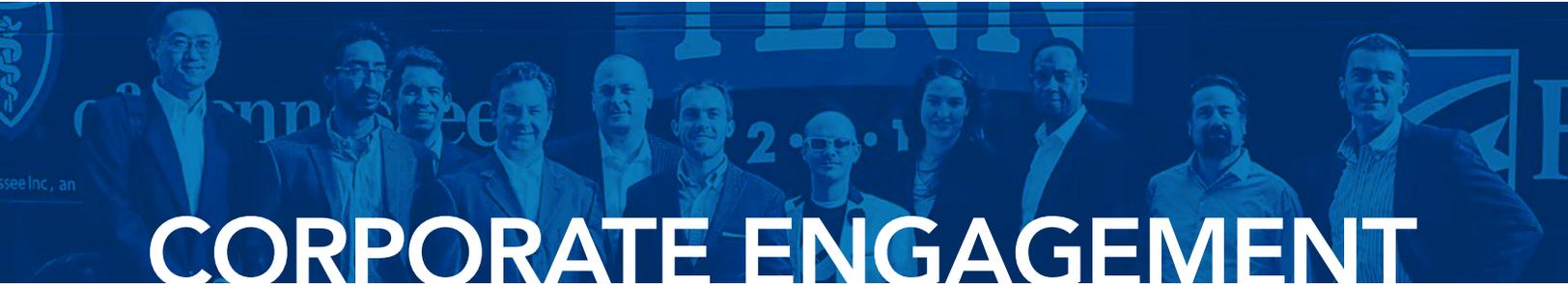
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CORPORATE ENGAGEMENT

Launch Tennessee helps established companies find new paths to innovation by connecting them to promising startups, inventors and entrepreneurs.

We help companies and startups get connected using these programs:

INCITE Co-Investment Fund Provides opportunity for corporate venture arms to invest in Tennessee's early-stage companies

Regional Accelerators Tennessee companies provide program support, mentorship and early product validation for startups

Reverse Pitch A role-reversal event that pairs companies with funded innovation projects and qualified startups

The Connection Program Industry partners provide early-stage companies with market feedback & potential customer data

Venture Match Industry investors are matched with inventors and their technologies

\$10 Million

in matching funds available to Tennessee companies in 2014 through INCITE

\$430+ Million

venture investment in Tennessee since 2012

INCITE CO-INVESTMENT FUND

What is INCITE?

INCITE is a co-investment fund that matches portions of investments made in Tennessee-based startups in order to drive growth and create jobs in the state.

How can companies get involved?

Corporate venture arms can leverage the INCITE Fund by applying to be approved investors.

How much will it match?

INCITE matches 15-25% of the funds invested in approved startups.

"Tennessee's nine regional accelerators are the front door for entrepreneurs in their respective regions, providing access to the entire network and bridging the technology and human resources gap between our urban and rural areas. By connecting urban resources to rural opportunities, Tennessee is creating a new paradigm for building a statewide entrepreneurial support system."

Charlie Brock,
CEO of LaunchTN

REVERSE PITCH

Reverse Pitch is a role-reversal event that pairs companies with funded innovation projects and qualified startups. Launch Tennessee is collaborating with state and regional partners to bring this unique platform for startup/industry partnerships to Tennessee.

THE CONNECTION

The Connection programs introduce corporations to early-stage companies in need of market feedback.

How?

Industry partners act as “portals” to their client portfolios & customize them to meet specific startup needs.

Why?

The benefit to startups is obvious: they gain access to feedback they usually couldn't gather until they become an established company. But corporate partners win, too.

They gain:

- Access to innovation
- Opportunities for strategic partnerships
- The first chance to invest in startups they believe in

9 REGIONAL ACCELERATORS

Tennessee's statewide accelerator network provides opportunities for existing companies to engage in the startup ecosystem.

Opportunities for engagement include:

- Providing early product validation as a customer
- Serving as mentors
- Offering financial support for programs and events



Tennessee Accelerator Network

VENTURE MATCH

Because Launch Tennessee is a statewide partnership with public and private interests, we can connect investors to the right inventors throughout the state.

We work with seven research institutions across the state and offer customized technology presentations from each for interested investors.



Tennessee Tech Transfer Offices

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