Our Values

We believe **audacious pursuit of entrepreneurship** drives sustainable business creation that transforms communities.

We create **connectivity through collaboration** among our stakeholders to enable a high-functioning environment in which entrepreneurs can thrive.

Through **authentic leadership and partnership**, our words and actions demonstrate dedication and enthusiasm for our mission.

Mission & Vision

We aim to make Tennessee the best state in the nation for startups by empowering a network of resources that support Tennessee’s entrepreneurial ecosystem.

Network Partners

Tennessee is one of the few states with a distributed entrepreneur network operating at the state level.

FY19 Engagement

- **5,140** female participants engaged
- **146** Tennessee jobs created
- **2,280** minority participants engaged
- **$96.3M** investment capital raised
- **2,225** startups served
- **651** hosted events

FY19 data provided by Entrepreneur Center partners

JANUARY 2020
STRATEGY: CAPITAL FORMATION

Expand capital resources and expedite their availability to TN businesses so that they can grow, be sustainable, create jobs, and build accessible economic prosperity for our state.

OBJECTIVE 1
Increase available LaunchTN capital
- Increase Innovation Capital Continuum (ICC) funds for LaunchTN to invest
- Increase state SBIR/STTR matching funds
- Facilitate growth of successful TN-based SBIR/STTR applications
- Create and lead a state task force for capital formation
- Incentivize public-private investment opportunities
- Advocate for a new federal program for investment into emerging businesses
- Establish LaunchTN as a state and federal policy influencer

OBJECTIVE 2
Increase non-LaunchTN capital by proactively engaging investors across Tennessee, the US, and internationally
- Facilitate planning for a TN tax credit to replace the expiring Hall Tax Credit
- Advocate for increased SBIR/STTR federal funds available
- Utilize mentor network to engage with potential investors
- Operationalize and promote a deal-flow database
- Create “must attend” convening and connection opportunities (e.g., 36|86 Fest)
- Institutionalize pipeline sharing and co-investment with established investors/funds
- Facilitate a system for smooth handoffs: LaunchTN to Network Partner, Network Partner to Network Partner
- Recruit and cultivate high-profile “unicorns” that bring attention to the state, beget opportunities for spin-offs, and attract talent

OBJECTIVE 3
Optimize corporate/Big Co engagement with startups
- Relentlessly target a curated list of Big Cos and startups to develop a framework to leverage mentor network, Network Partners, and ecosystem builders that optimizes the participation of Big Cos.
- Create a high-touch customer service function to troubleshoot quickly for stakeholders
- Develop meaningful 36|86 Fest partnership and engagement opportunities

STRATEGY: MARKET BUILDING

Identify and recruit recognized leaders in relevant markets to drive a systemic solution for stakeholders to engage, connect, and achieve mutually beneficial results by working together.

OBJECTIVE 1
Build an accountable environment of systemic teamwork, collaboration, and communication with market and ecosystem builders
- Facilitate a smooth, proactive approach to handoffs, coordination, and engagement among stakeholder groups
- Develop and manage shared resources for market building
  a. Resource mapping, gap analysis, and M2M/digital tools
  b. Marketplace for licensable/acquirable technology
  c. Engage national and international market builders for best-practice initiatives
  d. Startup-focused talent development and recruitment
    1. Job Board
    2. Internship programs
- Become thought partners for Big Cos, Network Partners, education partners, and ecosystem builders on best practices, policies, and programming

OBJECTIVE 2
Establish competitive policy influence
- Implement government relations and policy thought partnership at state and federal levels
- Be the vehicle to connect ecosystem policy needs to competitive policy initiatives
- Execute Week on the Hill and other awareness initiatives for policymakers

OBJECTIVE 3
Implement and optimize information systems
- Provide high-quality benchmarking, competitive analysis
- Enable customer support and access to information for Network Partners (industry, programming, capital, research, MIS, etc.)

OBJECTIVE 4
Develop and execute outbound marketing strategy
- Perform a comprehensive brand audit
  1. Strategy/platform/assets
  2. Goals/objectives
  3. Target audience(s) identified, gather perspective/feedback
  4. Competitive position/advantage
  5. Effective mix/channel analysis
  6. Brand strategy recommendations
- Develop and execute a marketing plan
  1. Identify best practices for each targeted audience and strategy
  2. 36|86 Fest and other connectivity and convening events
  3. Digital assets (social, newsletter, podcast, blog, website, event calendar, etc.) and collateral assets
  4. Proactive media relations initiatives that support strategy/objectives
  5. Budget allocations and metrics for evaluation and continuous improvement

STRATEGY: SYSTEMIC RESOURCE DEPLOYMENT

Streamline the connection of our statewide Network Partners and other stakeholders to resources that enable a high-functioning ecosystem in Tennessee for entrepreneurship.

OBJECTIVE 1
Enhance and drive connectivity and convening
- Execute responsive, coordinated communication with our Network Partners and stakeholders, serving as a collaborative forum for ideas and ecosystem development
- Translate common needs into statewide resources that enhance ecosystem

OBJECTIVE 2
Serve as an ambassador for Tennessee entrepreneurs
- Position Network Partners as the front-door to startups, prioritize navigation to Network Partners and stakeholders for inbound opportunities in Tennessee
- Serve as an ambassador for Tennessee entrepreneurs