



Annual Recap of 1st Year Successes
Startup Tennessee Operating Support for ECD/Launch TN
July, 2011 – June, 2012

In late June, 2012, Startup Tennessee, a non-profit wholly owned subsidiary of the Entrepreneur Center, set forth a proposal to assist the ECD in its goal to bring up 9 Regional Accelerators. The scope of the proposal contained 4 key components:

1. **For Entrepreneurs.** Assist the 9 accelerator awardees to institute local and remote training for entrepreneurs in key tools for building business models; implementation of best-practices processes and operational support in screening entrepreneurial concepts; and establishing with local entrepreneurs a plan for securing funding and launching a new venture.
2. **For Mentors.** Establish a statewide mentorship program with local business leaders and experienced entrepreneurs to support early stage firms.
3. **For Investors.** Develop a process and operating plan to link and profile the status and process of startup firms for consideration of investment by Angel and early-stage investment throughout the state.
4. **For Operations.** Coach and guide the 9 awardees to fully develop their regional Entrepreneurial Ecosystem, formalize processes for screening and evaluating new concepts, engaging universities, and partnering with local businesses that support entrepreneurs and startup firms. This includes

building out – in a collaborative fashion – a scorecard process that would be used to measure the success of the program.

The following is a detailed summary of the successes of the 1st Year of Operations by Month for Startup Tennessee.

06.2011

- Governor Bill Haslam and Commissioner Bill Hagerty of the Tennessee Department of Economic and Community Development announced the formation of Startup Tennessee, a public-private partnership designed to connect and align entrepreneurial efforts across Tennessee. In addition, ECD posted a request-for-information to gather suggestions about the regional business accelerators the state is planning to support in each of the state's nine economic development regions.
- Held informational session with Governor Haslam on 06.28.2011 to talk about Startup Tennessee. The plan for Startup Tennessee includes the creation of a website to connect entrepreneurs with training opportunities, mentors, and investors across the state who could potentially provide capital to early-stage companies.

08.2011

- Created Startup Tennessee Website (A.18 of Operating Agreement)
- Developed initial playbook for operating support and guidance (A.3 of Operating Agreement).
- Held Info Session and tour for Southwest Region bidders on 08.23.12 at request of ECD Regional Director at the EC (A.17 and A.19 of Operating Agreement).

- Provided Training for ECD Team on Startup Tennessee (A.20 of Operating Agreement).
- Spoke to Statewide Chambers about StartupTN at Annual Meeting in Johnson City, TN 08.18.2011 (A.20 of Operating Agreement).
- Testing of Salesforce Tool for StartupTN 08.19.2011 (A.5, A.9, A.10 and A.12 of Operating Agreement).
- Strategic planning meeting to work on Tools, Metrics and Processes for Startup TN Regional Accelerators on 08.26.2011 (A.3, A.4, A.6, A.10 and A.14 of Operating Agreement).
- Provided Mentor Training for East TN Markets in Chattanooga. Provided copies of materials and Mentor Handbook (A.3, A.4, A.6, A.7, and A.8 of Operating Agreement).

09.2011

- Hosted Conference Call and Q&A session for interested parties throughout the State on Startup TN on 09.13.2011 (A.2 and A.3 of Operating Agreement).
- ECD hosted its Annual Governor's Economic Development Conference. On the afternoon of the 22nd, held a breakout session around Startup Tennessee and the state's regional accelerators. Assisted the ECD with the panel and sharing the logistics of the plan. (A.20 of Operating Agreement).
- Launched Startup Tennessee Website (A.18 of Operating Agreement).

10.2011

- Hosted Startup America's 1st Regional Summit – 20 States Represented. Invited all Regional Accelerator folks to attend the event on 10.18.2011 (A.2 and A.3 of Operating Agreement).
- Finalized the Best-Practices Operating Playbook (A.3 of Operating

- Agreement) and held training for operating and scoring businesses (A.4 of Operating Agreement).
- Evaluated “Starting Position) of each of the Regions with a Regional Assessment – provided to ECD (A.14 of Operating Agreement)
 - Provided 1st Mentor Training for Regional Accelerators held at the Entrepreneur Center on 10.28.2011. PDF Copies of materials and Mentor Handbook provided to participants (A.4 of Operating Agreement).
 - Scorecard Training Scheduled to be held in Nashville 11.15.2011
 - Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement).

11.2011

- Shared Startup TN Story for TN Life Sciences Conference 11.04.2011 (A.2 and A.20 of Operating Agreement).
- Spoke about Startup Tennessee at the Governor’s ECD Conference in Nashville on 11.14.2011 (A.2 and A.20 of Operating Agreement).
- Held Kickoff Meeting for All Regional Accelerators (A.15 of Operating Agreement). Provided Screening and Scorecard Training in Nashville at the Entrepreneur Center on 11.15.2011 using EC’s “A, B, C” categories and methods to engage. (A.17, A.19 and A.20 of Operating Agreement).
- Shared playbook notes to Regional Accelerators in 11.15.2011 session held at the Entrepreneur Center.
- Site visit to Chattanooga Regional Accelerator to work on Regional Strategies on 11.17.2011 (A.11, A.16, A.17 and A.19 of Operating Agreement).
- Provided 1st Monthly Metrics to ECD (A.20 of Operating Agreement)
- Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement)
- Began scheduling first Regional Site site visits (A.16, A.17 and A.19 of Operating Agreement).

12.2011

- Provided Monthly Metrics to ECD and provided training to regions on the metrics and use (A.7 and A.20 of Operating Agreement)
- Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement)
- Held Accelerator Training in Nashville for All Regions on Best Practices, Setting up Operations, Angel Investor Recruitment, Mentor Recruitment and evaluating Entrepreneurs on 12.05.2011 (A.3, A.4, A.6, A.7, A.8, A.10, A.11, A.13, A.16, A.17 and A.19 of Operating Agreement)
- Hosted Senator Frist at the EC to explain story of Startup TN, the ECD Partnership, Role of Regional Accelerators and the Process on 12.20.2011 (A.2 and A.20 of Operating Agreement).

01.2012

- Site Visits done to 7 of the 9 Accelerators for Q1, 2012 Regional Visits (A.16 of Operating Agreement). 2 Regions were not yet operational (Northwest and Upper Cumberland).
- Site visit to CoLab (Chattanooga) 01.27.2012. Trained and reviewed work in Salesforce.com, Initiating Regional Outreach, Established Mentor Outreach process and worked on strategy for GigTank Program for Summer, 2012 (A.16 and A.17 of Operating Agreement).
- Organizational Meeting / Site Visit to Southwest Region (Jackson) and Memphis Region on 01.26.2012 with ECD (A.16 and A.17 of Operating Agreement).
- Organizational Meeting / Site Visit to Northeast Region (Johnson City) on 01.04.2012 with ECD (A.16 and A.17 of Operating Agreement).
- Site visit to Knoxville Regional Accelerator on 01.10.2012 – Organizational Meeting with ECD (A.16 and A.17 of Operating Agreement).

- Salesforce Training for all Regions provided via webinar 01.17.2012 (A.7, A.9, A.10, A.12 and A.13 of Operating Agreement)
- Provided Monthly Metrics to ECD (A.20 of Operating Agreement)
- Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement).
- Represented Tennessee at the National Governor's Conference on 01.25.2012 – Spoke about Startup Tennessee, our Regional Accelerator strategy and progress thus far (A.2 and A.20 of Operating Agreement).

02.2012

- Provided Mentor Training open to all Regional Accelerators on 02.22.2012. Provided copies of all materials, reviewed screening and scoring processes (A.3 and A.4 of Operating Agreement) and copies of Mentor Handbook to all participants.
- Provided Monthly Metrics to ECD (A.20 of Operating Agreement)
- Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement)
- Represented Tennessee at the White House Business Council (Small Business and Entrepreneurship Forum) on 02.03.2012 – Spoke about Startup Tennessee, our Regional Accelerator strategy and progress thus far (A.2 and A.20 of Operating Agreement).
- Site visit to Chattanooga to work on Gig Tank event for summer, mentor follow up and assist in setup of Regional Program on 02.16.2012 (A.16, A.17 and A.19 of Operating Agreement).

03.2012

- Provided Monthly Metrics to ECD (A.20 of Operating Agreement)
- Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement)

- Hosted Jack Studer from Chattanooga Region to discuss Statewide Mentor and Angel opportunities on 03.15.2012 (A.9 and A.10 of Operating Agreement).
- Calls to Regions to clarify questions about Quarterly Reports for ECD 03.21.12 (A.7 and A.19 on Operating Agreement).

04.2012

- Began Web-based training series for Regional Accelerators on 04.20.2012. Positioned in a 3-part (2 hour each) webinar on building an Entrepreneurial Ecosystem (A.5 of Operating Agreement). Slides provided in PDF to participants. Programming ran throughout April and May, 2012
- Part 3 of the Webinar designed to help Regional Accelerators develop angel investor relationships (A.10 and A.11 of Operating Agreement). Handouts of all materials provided in PDF format.
- Provided Monthly Metrics to ECD (A.20 of Operating Agreement)
- Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement)
- Presented Startup Tennessee for the USDA Rural Development Conference at TN Tech (Cookeville) on 04.12.2012. Spoke on building the Entrepreneurial Community in rural parts of Tennessee. (A.2, A.3 and A.20 of Operating Agreement).
- Hosted Google to Nashville on 04.19.2012. Invited all Regional Accelerators to participate and engage with Google Team (A.2, A.3, A.19 and A.20 of Operating Agreement).
- Presented Startup Tennessee to the National Governor's Association (NGA) Conference in Omaha, NE – shared Best Practices, Mentoring Model, Angel Model, Metrics Process and Ecosystem Approach on 04.24.2012 (A.2, A.3 and A.20 of Operating Agreement).
- Led Venture Showcase portion of the TN Governor's Conference on

Innovation and Entrepreneurship in Nashville 04.26.2012 – Entrepreneurs from 5 Regional Accelerators pitched their concepts (Memphis, Nashville, Knoxville, Chattanooga and Johnson City) (A.2, A.3, A.19 and A.20 of Operating Agreement).

05.2012

- Provided Monthly Metrics to ECD (A.20 of Operating Agreement)
- Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement)
- Hosted Senator Corker's Field Team to orient them to Startup TN, the Regional Accelerators and our goals for TN Entrepreneurship on 05.09.2012 (A.2, A.3, A.19 and A.20 of Operating Agreement).
- To Chattanooga for quarterly site visit Q2 and Work on gig tank plan on 05.23.2012 (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).
- 05.04.2012 – Part 2 of Web-based training series for Regional Accelerators on building Mentors, Statewide Mentor Network (A.4, A.6, A.8 and A.9 of Operating Agreement. Positioned in a 3-part (2 hour each) webinar on building an Entrepreneurial Ecosystem (A.5 of Operating Agreement). Slides provided in PDF to participants. Programming ran throughout April and May, 2012
- 05.18.2012 - Part 3 of the Webinar designed to help Regional Accelerators develop angel investor relationships (A.10 and A.11 of Operating Agreement). Handouts of all materials provided in PDF format.

06.2012

- To Tullahoma for Quarterly site visit on 06.04.2012 (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement. Provided Mentor Training to about 20 folks there (A.3, A.6 and A.9 of Operating Agreement).
- Team to Startup America Summit in Boulder to report on Startup TN on

- 06.04.2012 (A.2 of Operating Agreement).
- Spoke on Startup TN at Clinton Global Initiative in Chicago on 06.06.2012 (A.2 of Operating Agreement).
 - Held Quarterly site visit for North Middle Region on 06.11.2012 (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).
 - Held Quarterly site visit for Jackson Region on 06.13.2012 (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).
 - Held Quarterly site visit for Knoxville Region on 06.15.2012 (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).
 - Held Quarterly site visit for Johnson City Region on 06.29.2012 (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).
 - Provided Monthly Metrics to ECD (A.20 of Operating Agreement).
 - Provided phone and email assistance to Regional Accelerators with questions (A.19 of Operating Agreement).
 - Held Quarterly site visit for Memphis Region on 07.13.2012 – Delayed from June by Region. (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).
 - Held orientation site visit for Upper Cumberland Region on 08.01.2012 at the EC – No one hired to run region till July. (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).
 - Held training site visit for Jackson Region on 08.02.2012 in Nashville on Running a Cohort Model Accelerator, Training Mentors and Recruiting Angels (A.4, A.6, A.16, A.17, A.19 and A.20 of Operating Agreement).