

BETA

HIGHLIGHTS FROM 2018

With the broader startup ecosystem becoming more sophisticated, the needs of both incoming startups, and those of our previous cohort companies, have demanded more comprehensive programming. In response, 2018 saw the launch of three significant additions to the Beta offering - Space, Press and Backers. Space provides the foundation of the six-month cohort experience for our startups, which now includes free workspace in

WeWork. Following the Showcase, companies learn from experienced entrepreneurs via the Operators workshops, which is followed by events introducing founders to corporate leaders (via Bridge), to the press (via the NEW Press series) and to investors (via the NEW Backers series). These new additions meet the needs of our founding teams, while providing the resources and relationships required for growth.



1 SHOWCASE

2 Showcase Events

1299 registered guests



2 OPERATORS

1 Operator Series

12 experienced-entrepreneur-led workshops



3 BRIDGE

2 Bridge Events

14 unique participating corporations

37 unique startups

= 126 meetings



5 BACKERS

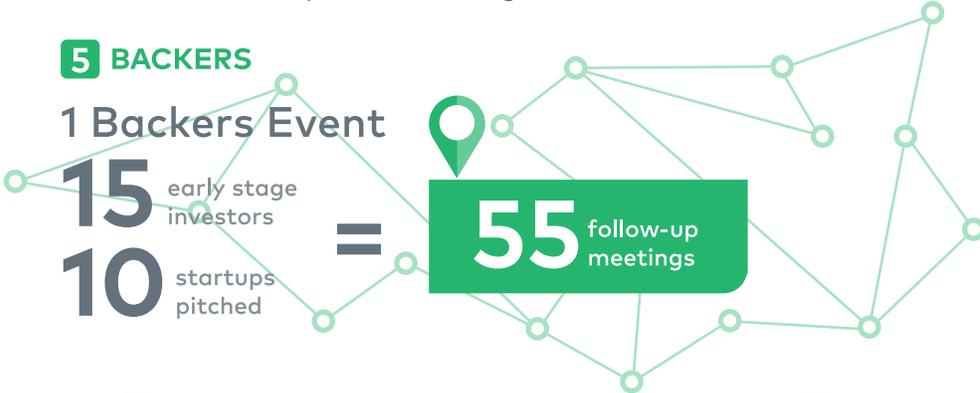
1 Backers Event

15 early stage investors

10 startups pitched

=

55 follow-up meetings



4 PRESS

1 Press Event

12 reporters

24 startups in attendance

= 45 articles written



Alumni Company Vitals

124 startups with ~60% reporting.

This is aggregate data, almost entirely sourced from Beta's founder network, measuring the key growth metrics of participating startups.

738 Total Employees

79% Still Active



Total Monthly Recurring Revenue: \$3,121,357



Total Funds Raised: \$246,862,900

Sponsors

The growth experienced in 2018 could not have been possible without the generous support of these sponsors.

PROGRAM SPONSORS



COMMUNITY SPONSORS



2018 Beta Alumni Highlights



SEZZLE

Raises \$100M to expand their business

HABITAWARE

Recognized in Time's List of Top 2018 Inventions

TRAVELABS

Closes \$500k round weeks after showcasing

We closed on \$175,000 in new financing and signed up \$40,000 worth of new revenue on the spot. Seriously huge evening for us. We're calling it our \$200k night!

- Parker Schlank, TRAVELABS

NEW IN 2018



Beta co-founder and Board Member - Reed Robinson - joins the team as Beta's Executive Director. In addition to overseeing the new programs, like Space, Press and Backers, Reed's focus will include enhancing the organization's operational capacity, while finding and grooming the next leadership team.

The 6-month Beta Cohort Experience

Moving beyond one-off events, the Beta cohort experience is now a six-month series of events where founding teams work and grow together. Here's how it works:

- 1** The experience begins with the Showcase, where startups are thrust in front of potential customers, investors, employees and more to introduce their product/service. Immediately following, founding teams are invited to work in the Beta Space for the next six months, at no cost
- 2** Shortly thereafter, founders learn from experienced entrepreneurs on topics such as marketing, investing, sales and more as a part of the Operators Workshops
- 3** At Bridge, founders are paired with corporate innovators to explore opportunities for paid outlets
- 4** Press introduces reporters from local and national media outlets to exciting founder-stories
- 5** Backers bookends the founders' Beta experience with a pitch event to early stage investors

Each component is designed to provide the founding teams with the resources and relationships required to accelerate the growth of their business.

Founders get 6 months of free workspace at the Beta Space

WeWork, Capella Tower