

20
23



**STARTUP
SIOUX
FALLS
ANNUAL
REPORT**



**VISIT OUR
ONLINE REPORT!**



*Brienne Maner,
president of Startup
Sioux Falls, addresses
supporters at the Grand
Opening Celebration.*



LETTER FROM THE BOARD CHAIR



As I reflect on the growth and success of Startup Sioux Falls, along with the strides we have made together as a community, I am excited to share the highlights of our collective achievements:

- The unwavering support of our donors, sponsors, partners, and the entire Startup Sioux Falls community has been instrumental in our success. It is your commitment that fuels our mission and allows us to continue empowering startups to reach new heights.
- The team at Startup Sioux Falls is committed to creating and delivering programs and services that support the vision of the organization. Their talents and drive are what shape the programming, first impressions and execution of our vision.

- Our community hub, The Depot, has become a vibrant nucleus of innovation, a place to work and connect, and a unique facility to host business meetings and events. The impact of Startup Sioux Falls on our local community cannot be overstated. By fostering a dynamic ecosystem, we are driving positive change and contributing to the growth of our local economy.

- Our financial health remains robust and we are dedicated to ensuring that every dollar invested in Startup Sioux Falls is strategically utilized to maximize impact and foster sustainable growth.

Looking ahead, our strategic vision is focused on building upon our current successes. We aim to expand our reach, deepen our impact, and provide even greater support to the vibrant startup ecosystem in Sioux Falls.

Together, we will continue to be a driving force for innovation and entrepreneurship in our community while meeting or exceeding the economic growth targets set by our stakeholders.



I invite each of you to join us in this exciting journey. Whether through financial contributions, mentorship, or active participation in our community events, your involvement is instrumental to our shared success.

In conclusion, I'd like to thank the contributions of our past board members, members cycling off this term - Bill Anderson, Kayla Eitrem, Allie Hartzler, Matt Paulson - and welcome the new members - Kim Burma, Arin Gonseth, Cindy Peterson, Scott Petersen and Chez Tschetter.

Here's to another year of continued growth and bold achievements,

Mike Ridder
Board Chair

WE EMPOWER
FOUNDERS AND
IGNITE INNOVATION



AUTHENTIC | COLLABORATIVE | CURIOUS | INCLUSIVE | INNOVATIVE



LETTER FROM THE PRESIDENT



In a relatively short span, Startup Sioux Falls has evolved into a thriving ecosystem organization, a testament to our community's dedication to entrepreneurship.

In February 2023, we opened our downtown facility, lovingly referred to as The Depot. The heart of our endeavor lies in providing flexible office and coworking space to startups. The demand for dedicated desks and private offices has exceeded our expectations, with nearly all spaces rented.

The bustling activity within our walls is fueled by a vibrant community of over 300 members, including entrepreneurs, remote workers, community stakeholders and supporters. On any given day, an average of 30 individuals contribute to the rich tapestry of ideas within our shared spaces.



Startup Sioux Falls is not merely a physical space; it is a nexus for networking and educational opportunities. Our events have become a weekly highlight, and we are committed to expanding our offerings with a dedicated team focused on developing innovative programs serving founders across the entire entrepreneurship journey.

At the core of our achievements is the CO.STARTERS business accelerator program, our pride and joy. Since 2020, it has empowered over 270 graduates. As we look ahead, we will focus on leveraging this foundation to grow the local labor force, diversify the economy, and expand our reach and impact through strategic initiatives.

As we chart our course forward, partnerships remain at the heart of our mission. We sincerely thank our

capital campaign donors, program sponsors, federal grant partners, board of directors, volunteers, and university partners. We are writing a story of collaboration and shared success, together.

Looking ahead, we are poised for further growth. With a solid foundation in place, we plan to expand our programming and educational opportunities, contract a suite of entrepreneurs in residence, and forge partnerships that address niche industry and community needs.

The future is bright at Startup Sioux Falls, fueled by the growth and success of the startups we serve, the steady revenue from booking revenue and memberships, and strategic partnerships. We are excited to continue this journey with you, our valued community. Together, let's continue to empower the next generation of founders and ignite innovation for a better tomorrow.

With gratitude and anticipation,

Brienne Maner
President

COMMUNITY
BUILDING IS ABOUT
PLANTING SEEDS;
A LOT OF THEM



FOSTERING A THRIVING ECOSYSTEM FOR GROWTH.



BY 2034, STARTUP SIOUX FALLS WILL SERVE 100,000 PEOPLE AND HELP 100 STARTUPS GROW.



How do you measure a thriving startup community? We have grappled with this question as we relocated and continue to evolve our offerings to support the needs of today's founders.

Our programs and events are how we support connections and provide inspiration for current and aspiring founders and startups. By building the infrastructure and valuable programs to support founders through the entire journey, some of the seeds planted are starting to sprout.

2023 BY THE NUMBERS:

7,650+ MEMBERS OF OUR ONLINE COMMUNITY

3,500+ PEOPLE SERVED

1,950+ EVENT ATTENDEES

300+ MEMBERS

160+ PEOPLE SERVED THROUGH MENTORSHIP AND RESOURCE NAVIGATION

130+ CO.STARTERS PARTICIPANTS





COMMUNITY BUILDING EVENTS

STARTUP SUNRISE

Startup Sunrise is a dynamic event where Startup Sioux Falls hosts conversations with entrepreneurs and leaders to inspire and connect founders within the Sioux Falls region. Launched in September 2023, this event is hosted monthly.

STARTUP PITCH NIGHT

Graduates of the CO.STARTERS business accelerator program showcase their business ideas to a panel of industry experts, investors, and founders. The winner of the pitch competition receives a cash prize to continue building their business.

FOUNDERS DAY

Founders Day is a full day of events and online engagement dedicated to celebrating the spirit of entrepreneurship. We will celebrate the 5th Annual Founders Day on March 6, 2024.

STARTUP SKILLS WORKSHOPS

Startup Skills Workshops equip entrepreneurs with practical strategies and knowledge to enhance their businesses. Supported by the SBA Community Navigator Pilot Program, we've collaborated with various organizations and experts to offer training on diverse topics such as Cybersecurity, Quickbooks, Business Leadership, Artificial Intelligence, and more. Motivated by this success, we're introducing a monthly workshop series in 2024 offering skills-based programming for founders.







SERVING THE ENTIRE FOUNDER'S JOURNEY

In the past year, Startup Sioux Falls has significantly expanded its offerings, innovating and adapting to meet the diverse needs of entrepreneurs. Our commitment to nurturing business growth at every stage has led to the launch of two new programs, complementing our flagship CO.STARTERS Business Accelerator.



CO.STARTERS BOOTCAMP

CO.STARTERS Bootcamp is a weekend intensive to help aspiring entrepreneurs take action. During this four-part bootcamp, participants collaboratively work with peers and a trained facilitator to strategize, problem-solve, and apply business tactics to their idea or business

HIGHLIGHTS:

- Hosted a successful inaugural cohort in October 2023
- 24 enthusiastic participants embarked on their entrepreneurial journey

CO.STARTERS BUSINESS ACCELERATOR

Our marquee program, the CO.STARTERS Business Accelerator is a 10-week program designed for both budding and experienced entrepreneurs who are ready to start or grow. This program is an ideal match for founders at all stages to pursue their ideas or next step in a supportive, collaborative environment. Since its inception, the accelerator has over 320 graduates throughout our city and region.

KEY ACHIEVEMENTS:

- 132 CO.STARTERS graduates in the past year
- Inaugural Software cohort launched
- Cohorts conducted in Sioux Falls, Watertown, Britton, Porcupine, and Brookings, SD
- EmBe operated two cohorts for female entrepreneurs
- LSS Center for New Americans conducted Spanish-speaking and Multilingual cohorts

GROWCO

GROWCO is a transformative program for operating-stage founders poised for growth. This one-year, cohort-based journey includes monthly, 4-hour strategic sessions. Facilitated by seasoned professionals and supported by a board of advisors, GROWCO offers a blend of expertise, mentorship, and peer learning.

LAUNCH DATE:

Anticipated Launch: February 2024

COLLABORATIVE MINDS, BRIGHTER INNOVATIONS



TOGETHER, WE SPARK NEW POSSIBILITIES.



ENTREPRENEURIAL EXCELLENCE: INNOVATING, COLLABORATING, AND LEADING IN SIOUX FALLS



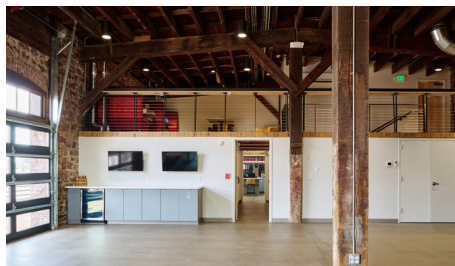
CAPITAL CAMPAIGN DONORS

- MarketBeat
- Homegrown Capital
- First PREMIER Bank
- Lloyd Companies
- POET
- Burwell Enterprises
- SDN Communications
- Sidewalk Technologies
- Interstate Office Products
- Falls Fintech
- First Bank & Trust
- Kurt Loudenback
- HireClick
- Eide Bailly
- Maximizing Excellence
- Central Bank
- American Bank & Trust
- Weisser Distributing
- First Dakota National Bank

Startup Sioux Falls: The Epicenter of Entrepreneurship

At the heart of our success lies our state-of-the-art facility, a testament to our dedication to nurturing entrepreneurship. Our foundation rests on three distinct pillars—Innovative Programs, Coworking Space, and Meeting Space—setting us apart as leaders in the entrepreneurial landscape. Startup Sioux Falls is the only organization in the state offering programs catering to the entire founder's journey, and as pioneers, we are shaping the landscape for aspiring visionaries.

Nestled in the vibrant downtown area, Startup Sioux Falls serves as a base for collaboration, ingenuity, and unity. Our success is supported by partnerships with local entities, including the city of Sioux Falls, Sioux Falls Development Foundation, Greater Sioux Falls Chamber of Commerce, and Forward Sioux Falls. Join us as we embark on another year defined by innovation, community, and an unwavering pursuit of entrepreneurial excellence.



MEET OUR MEMBERS



SOCIAL CLUB

"We went through the CO.STARTERS program and through that recognized the value in having an entrepreneurial community. While the space is also important to us, the community is really what we're excited about."

-Kayla Huizing, Cofounder of SoDak Stays

Perfect for the individual who wants to get connected to the entrepreneurial community and exclusive resources and discounts for members."



HOT DESK

"I became a Startup Sioux Falls Member because I wanted a collaborative work space where I can feel less isolated as a startup owner. It gets lonely doing everything from my kitchen table/home office, and I look forward to having the creative energy ... as other creators also working to achieve their business goals."

-Megan Raposa, Founder of Sioux Falls Simplified

Great for remote workers or entrepreneurs looking for a flexible and reliable workspace that has a community of like-minded people.



DEDICATED DESK

"I've worked at other co-working spaces - but none have achieved such a great balance of community, productivity, and functionality. I especially love hosting clients in the awesome meeting rooms; visitors are always impressed with the facility and the rooms are inviting and well-equipped."

-Tim Summerer, Flywheel

Remote workers or entrepreneurs looking for a dedicated space away from home with amenities like meeting spaces and business addresses.



CELEBRATING OUR ALUMNI: ENTREPRENEURS WHO INSPIRE AND LEAD



Startup Sioux Falls celebrates the impact of our Community Navigator Pilot Program, with 11 CO.STARTERS cohorts serving 132 participants last year. These cohorts, including LSS Center for New Americans, Spanish-speaking, multilingual, and various regional groups, have significantly contributed to our diverse entrepreneurial landscape.

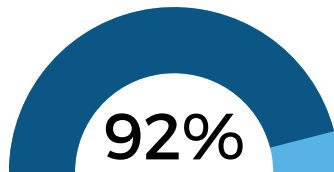
This program, renowned for its comprehensive approach, equips entrepreneurs with necessary skills and insights in areas like customer discovery and business modeling. Remarkably, 92% of participants now feel equipped to lead a venture, and 93% are clear on their next business steps.

132

CO.STARTERS PARTICIPANTS

During the last program year, 11 CO.STARTERS cohorts were conducted serving 132 total participants.

BY THE END OF THE PROGRAM



Believed they knew how to start and lead a venture



SUCCESS STORIES

The success stories of our alumni, spanning various industries, underscore the program's effectiveness. They not only thrive in their ventures but also actively enrich the Sioux Falls startup community through mentorship and engagement.

“CO.STARTERS was a reminder to take time to slow down and evaluate ideas. It was great to communicate, engage and get feedback from local entrepreneurs from different industries who have a variety of experience, knowledge, and insight.”

Carly Kewley, CK Design

“I really can’t say how invaluable the experience was. I’d be lost without it.”

Amy Pokela, AMPO





MEET OUR ALUMNI



KESMOND WILLERT, FOUNDER OF UNSEEN OUTDOORS

Willert started his business, which is focused on creating portable hunting concealment products, with his cofounder and childhood best friend, Dylan Dulas, during his sophomore year at South Dakota State University. Growing up hunting and fishing, he always had a passion for the outdoors, and in college, he began creating content for a successful YouTube channel called MinnDak Outdoors.



DESIREE DONOVAN, FOUNDER OF DONOVAN'S DIAMOND DETAILS

Donovan has 25+ years of restaurant and hospitality experience, primarily in management roles, but she never imagined starting her own business. Nearly a year ago, however, she was working for a cleaning company and had the feeling she could run things better on her own.



DAVID CLIFFORD, FOUNDER OF TRAP TIPI

Clifford grew up on the Pine Ridge Reservation and attended college in New Mexico at the Institute of American Indian Art. From there, he ended up making impressive connections and working with content creators on brand development and social media management.

He had the opportunity to work with actor Mark Ruffalo on a campaign encouraging Native Americans to vote, and he also had the chance to connect with actor Kevin Costner. In 2016, he launched Trap Tipi, a business focused on graphic design and brand development, in addition to producing streetwear. He returned to Pine Ridge in 2021, where he continues to operate Trap Tipi in addition to working with Thunder Valley.



OUR VISION FOR THE FUTURE: 2024 PLANS

ONE

Delivering quality programs that support the entire founders journey - from ideation stage to exit.

TWO

Creating a world-class experience in our downtown facility for both the startup members we serve and business clients booking meeting rooms and event space.

THREE

Creating cohesion and connectivity across the state of South Dakota to position ourselves as a startup destination.

FOUR

Engaging our incredible volunteers, donors and stakeholders in meaningful ways.

FIVE

Serving 7,000 individuals and supporting the growth of 7 startups to inch us toward our 10 year goal of 100,000 served and 100 startups grow.





EMPOWERED BY COMMUNITY SUPPORT

Our growing community of generous sponsors and donors have helped us create an inclusive, innovative, and collaborative ecosystem that's authentic to Sioux Falls. We're grateful for their ongoing support, and we're inspired by their commitment to fostering entrepreneurship and innovation in our community.

Boyce Law Firm

Eide Bailly

First Bank & Trust

First National Bank in Sioux Falls

First PREMIER Bank

Forward Sioux Falls

USF Entrepreneurial Studies Program

MarketBeat

Midwest Employee Benefits

Sanford Health Plan

SDSU Ness School of Management

Sioux Falls Development Foundation

Tiger29

Voyage Federal Credit Union

**Greater Sioux Falls Chamber of
Commerce**

BOARD OF DIRECTORS

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Capital

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Mike Lynch

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Forward Sioux Falls

John Meyer

Founder, Leadmore
Director, Leadership South Dakota

Amy Moore

Cofounder & Executive Creative
Director, Lemonly

Bob Mundt

President and CEO, Sioux Falls
Development Foundation

NON-BOARD COMMITTEE VOLUNTEERS

Maureen Ohm

Chief of Staff, MarketBeat
Events Committee

Ngoc Thach

Founder, Mix Maker
Marketing Committee

Pete Kleinjan

Owner, Tiger29
Marketing Committee





Startup Sioux Falls Staff



BRIENNE MANER
PRESIDENT



SARA LUM
VICE PRESIDENT



JEFF HAYWARD
PROGRAM MANAGER



AMOS BUELOW
COMMUNITY COORDINATOR



EMMA OLSON
FACILITY + ADMIN SPECIALIST

Founding Members

Our founding members have been with us from before we opened the doors to The Depot. Their support has been critical to building community.

- | | | | |
|-------------------------|----------------------------|------------------------|-----------------------|
| Adam Ellsworth | Don Feige* | Kristin Hoefert | Paul Tschetter |
| Adam Emerson | Doug Martin | Kurt Loudenback* | Peder Aadahl |
| Adam Finke | Downtown Sioux Falls, Inc. | Kyrie Dunkley | Pete Kleinjan* |
| Adam Huber | Eric Sandhurst | Lawrence j Diggs | Peter Hauck |
| Alana Snyder | Erica Locke | Lee Mitchell | Rachel Stroschein |
| Alex Halbach | Erik Muckey | Lisa Brouwer | Randy Faustino |
| Alisha Vincent | Erik Nyberg | Liz Larson | Raul Robles |
| Allie Hartzler* | Falls Fintech* | Local Lou | Renee Marie |
| Amanda Runia | Hayley Halverson | Lucero Rodea | Bostick |
| Andrea Smith | Henry Wegehaupt | Lyndsey Kastein | Ron Nelson |
| Andrea Van Essen | Holly Jorgenson | Maddie Peschong | Ross Wickman |
| Andrew Peschong | Jackie Swanstrom | Marcela Becerril Salas | Ryan Kost |
| Andy Jorgensen | Jamie M Sterk | Margaret Sumption* | Ryan Quam |
| Andy Lira | Jared Pomranky | Mariah Brunz | Sami Zoss |
| Anna Hyronimus | Jeff Pickett* | Mark Henderson | Sanaa Abourezk |
| Ayris Cable-Cheval | Jen Jones | Mary Wolf | Sara Gillis |
| Biswajit Nayak | Jessica Meyers | Matt Boos | Sara Jamison |
| Brad Melstad | Jessie Schmidt | Matt Doerr | Saugat Pradhan |
| Brian Bieber | Jim Masloski | Matt Paulson | Scott J Stubbe |
| Brian Robinson | Jim Mathis | Megan Raposa | Selene Zamorano-Ochoa |
| Brigit Blote | Jo Dohrer | Melissa Heckel | Shane Fischer |
| Bruce Watley* | Jodi Schwan | Michael Huber | Shannon Ward |
| Carla White | Joe Bartmann | Michael Wyland* | Stacey J Berry |
| Carleton J Hsia | John Meyer | Mike Breault | Stacie Suedkamp |
| Carly Kewley | Jonathan P Oppold | Mike Knudson | Steve Sershen |
| Carmen Toft | Josh Pauli | Mike Ridder | Steven Sarbacker |
| Chris Ridl | Joshua Novak | Moses Idris | Susan Williams |
| Christopher Reistroffer | Karla Santi* | Mychelle Garrigan | Sydney Belle |
| Corri Poore | Kate Hayes | Nathan Hofer | Bartunek Bender |
| Craig Arnold | Katelyn Musick | Nathan Schock | Tarah Eliason |
| Craig Jurczewsky | Kayla Huizing | Neil Matthiesen | Vaney Hariri |
| Dakotah Jordan | Kelsey Cook | Ngoc Thach | Vince Danh* |
| Daniel Berry | Kendra Cersosimo | Nick Sershen | Woods Fuller* |
| Daniel Brunz | Kim VanderPoel | Omari Mamboleo | Zach Bakke |
| Deborah Watley* | Kristi Wire | Patrick McGowan* | |
| Destinie Marshall | Kristin Chau | | |

**Founder Funder: Supporter of membership and program fees for individuals in need of financial assistance.*

MVP Interns 2023



HENRY SULE
SPRING 2023



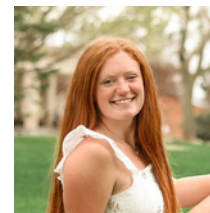
MEREDITH REINER
SPRING 2023



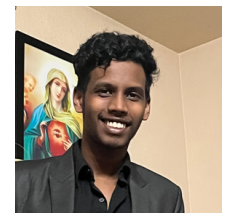
SUNIDHI KHAND
SUMMER 2023



KORTNEY FETHKENHER
SUMMER 2023



AMBER FRIGAARD
FALL 2023



ALLEN SOLOMON
FALL 2023

Startup Squad

The Startup Squad leads community building efforts amongst members and the broader startup ecosystem. We are grateful for their support to create a thriving space for founders.

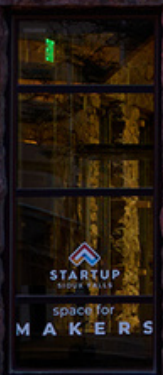
- Albert Huizing V
- Desiree Donovan
- Kendra Cersosimo
- Mychelle Garrigan
- Nate Boscaljon

- Scott Stubbe
- Shane Fischer
- Shannon Ward
- Tyrel Kool



STARTUP

SIOUX FALLS



20
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VISIT OUR
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