



WINSTONSTARTS

WHERE **STARTUPS** GO TO **SCALE UP**

DEMOGRAPHIC STATISTICS
AUGUST, 2022

Demographic STATS

	<u>Female</u>	<u>Minority</u>	<u>Total</u>
Founders Assisted* (Current + Alumni)	21 or 35%	11 or 18%	60
Mentors*	21 or 24%	14 or 16%	86
Board	1	1 (Trinity Manning)	6

*Note- there may be overlap between female and minority, ie #s are not necessarily additive.

Demographic STATS

Winston Starts v National Average

	<u>Winston Starts</u>	
	<u>%</u>	<u>Index</u>
Women Founded Startups	36%	129
Seed Capital Raised for Startups Founded by Women	26%	236

MISSION

To drive the future economic health of Winston-Salem, the Triad, and North Carolina by:

- Providing intensive, inspiring, and duration-appropriate support for startups with nationally scalable business models
- Collaborating with other startup support enterprises across the Triad and the state to develop a coordinated trellis of startup support
- Promoting a culture of entrepreneurship and innovation

OUR WHEELHOUSE

What we are not

- We are not an incubator
- We are more than an accelerator
- We are a “Scalerator” that helps startup companies scale
- We are an ideal next step for accelerator graduates

OUR DISTINCTIVES

We're unique

- Admission-based, no-equity nonprofit
- Stage and industry agnostic
- Low rent, low burn rate
- Long runway, up to 42 months
- Intense expert mentoring along the entire runway: 80+ mentors in pool
- Legal Resource Center--significant level of pro bono legal support
- Direct internship pipelines into 7 universities
- Potential/pilot customer networking
- Extraordinary space: 35,000 SF, 9 video-conference rooms, media production room, 4,000 SF fitness center
- Accessible, safe, and secure 24/7

ADMISSION CRITERIA

Commercial

Must be for profit with a navigable and timely commercialization path

Coachable

Team is willing to lean into our resources and be positive Winston Starts community members

National Potential

Concept could become a sizeable national business

Local Presence

Demonstrates a commitment to Winston-Salem ecosystem

Mature

- Early market validation through customer discovery and/or actual revenue
- Maturity of management team
- Business model that can navigate major milestones

Scalable

Potential to grow at reasonable pace and can grow profit % as it grows revenue

COHORT METRICS

ANNUAL
REVENUE

\$21.3 MM

CAPITAL ATTRACTED

\$45.5 MM



31
COMPANIES



302
EMPLOYEES