



WINSTONSTARTS

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

MISSION

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

- Providing intense, 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: 60 mentors in pool
- Legal Resource Center--significant level of pro bono legal support
- Direct internship pipelines into 7 universities: 17 virtual interns this summer
- 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 FUNNEL

Center for Creative Economy and Flywheel New Ventures Accelerators: awards offered to select graduates to enter Winston Starts Explore program

VENTURE WINSTON GRANTS: RECIPIENTS OFFERED MEMBERSHIP

- Winston-Salem based
- Healthcare, Nutrition/Agriculture, Aviation/Aerospace

WINSTON-SALEM PARTNERS ROUNDTABLE FUND

- Winston-Salem-based seed fund requiring startup nexus be in Winston-Salem
- Recipients offered membership

NORDIC AMPLIFY:

- Accelerate the U.S. Market entrance and growth for most promising Nordic Digital Health and Medtech Companies
- Providing mentorship during accelerator program
- Offered membership for graduates ready to enter U.S. market

DEAC FAST PASS:

- Wake Forest Center for Entrepreneurship
- automatic entry into Winston Starts for select student startups launched out of WFU Startup Lab



COHORT UPDATE



WINSTONSTARTS

WHERE STARTUPS GO TO SCALE UP

CURRENT COHORT

34

COMPANIES

26

GRADUATES

2

IN PIPELINE

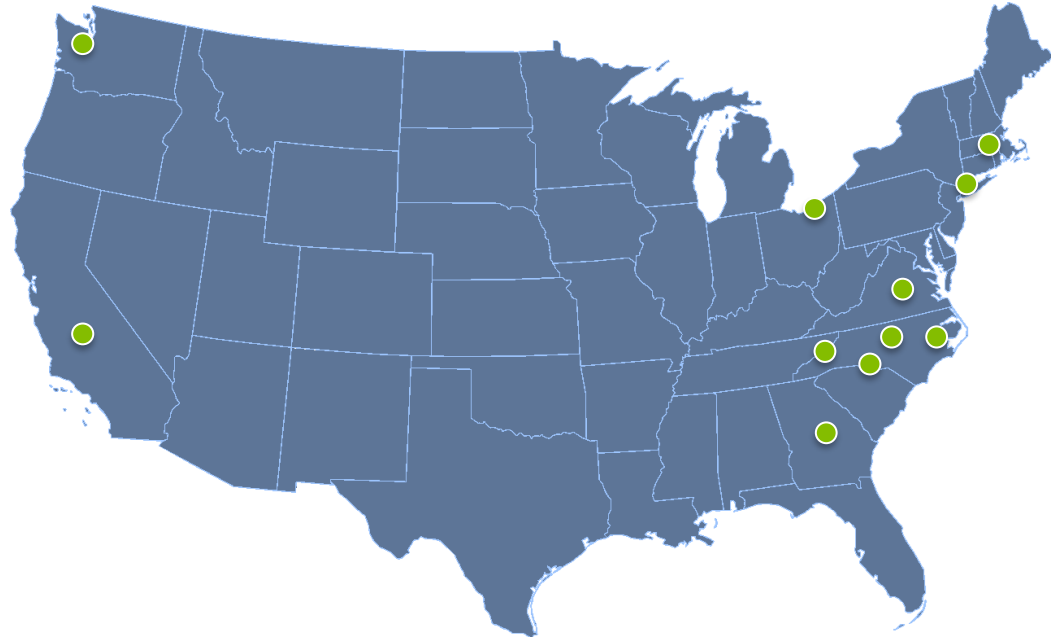


WINSTONSTARTS
WHERE STARTUPS GO TO SCALE UP

CURRENT COHORT

COHORT REACH:

Our founders have come from all over the country



COHORT STATISTICS



34
COMPANIES



300+
EMPLOYEES

CURRENT COHORT

Wellnecity™



West end learning

mōmi

smoōdi



The Feelings Company



Jenna Sais Quoi



Village Juice & Kitchen

Legna Software

nvolve



THREE STRANDS
recovery wear



Southern Drone Company



P O N T
M O T I O N

CopyForward™



NeckCare
WE MEASURE TO IMPROVE

jenni earle



Salem

WINSTONSTARTS
WHERE STARTUPS GO TO SCALE UP

ALUMNI COHORTS



STARTUP JOURNEY

ADMISSION

Onboarding

- Assessment: legal, financial, and technological
- Resident member office assignment and support setup
- Mentor team assignments
- Access given to proprietary internal content Hub

Lean In Coaching

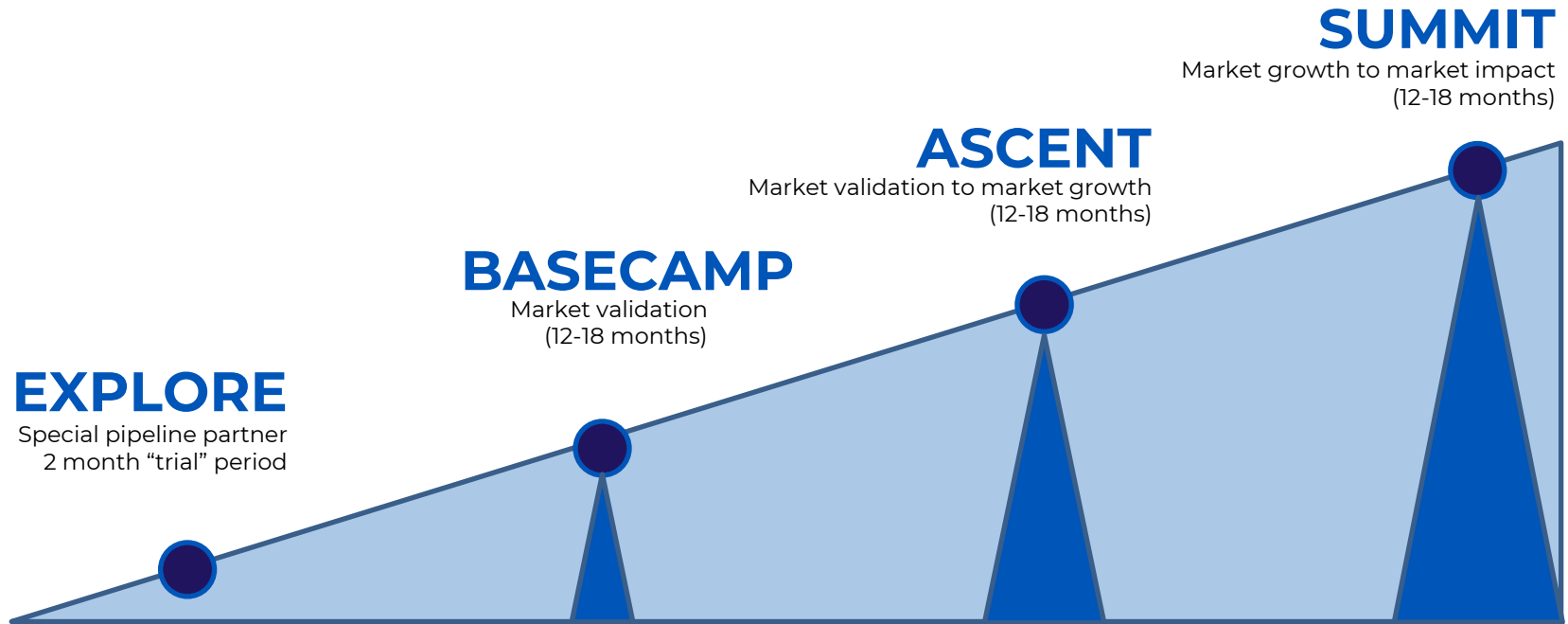
- 12-week customized program
- Lean coach and mentors
- Develop 12-month plan
- Waypoint review to provide founder findings and perspective
- Regular mentor meetings and collaboration to help you succeed

Scaleup Execution

- Building your team
- Gaining new customers
- Collaboration with other founders/monthly cohort meeting
- Programming and training options
- Validation to predict market fit
- Regular mentor meetings and collaboration to help you succeed

OUR STRATIFICATION PATHWAY

Programming & Support



REACH EACH PEAK

BASECAMP

(12-18 mos. Market Validation)

- National
- Scalable
- Commercial
- Coachable
- Customer discovery
- Winston Starts nexus
 - Employee
 - Investors
 - IP
- Reviews every six months to track progress and understand needs: strides/waypoints
- Extension, advancement, graduate
- Track revenue, capital raised and employment numbers

ASCENT

(12-18 mos. Market Growth)

- Clean market validation
- Basic working accounting and financial reporting
- Competent management team
- Process competency
- Financial projections
- \$1M annual revenue on capital raised
- Reviews every six months to track progress and understand needs: strides/waypoints
- Extension, advancement, graduate
- Track revenue, capital raised and employment numbers

SUMMIT

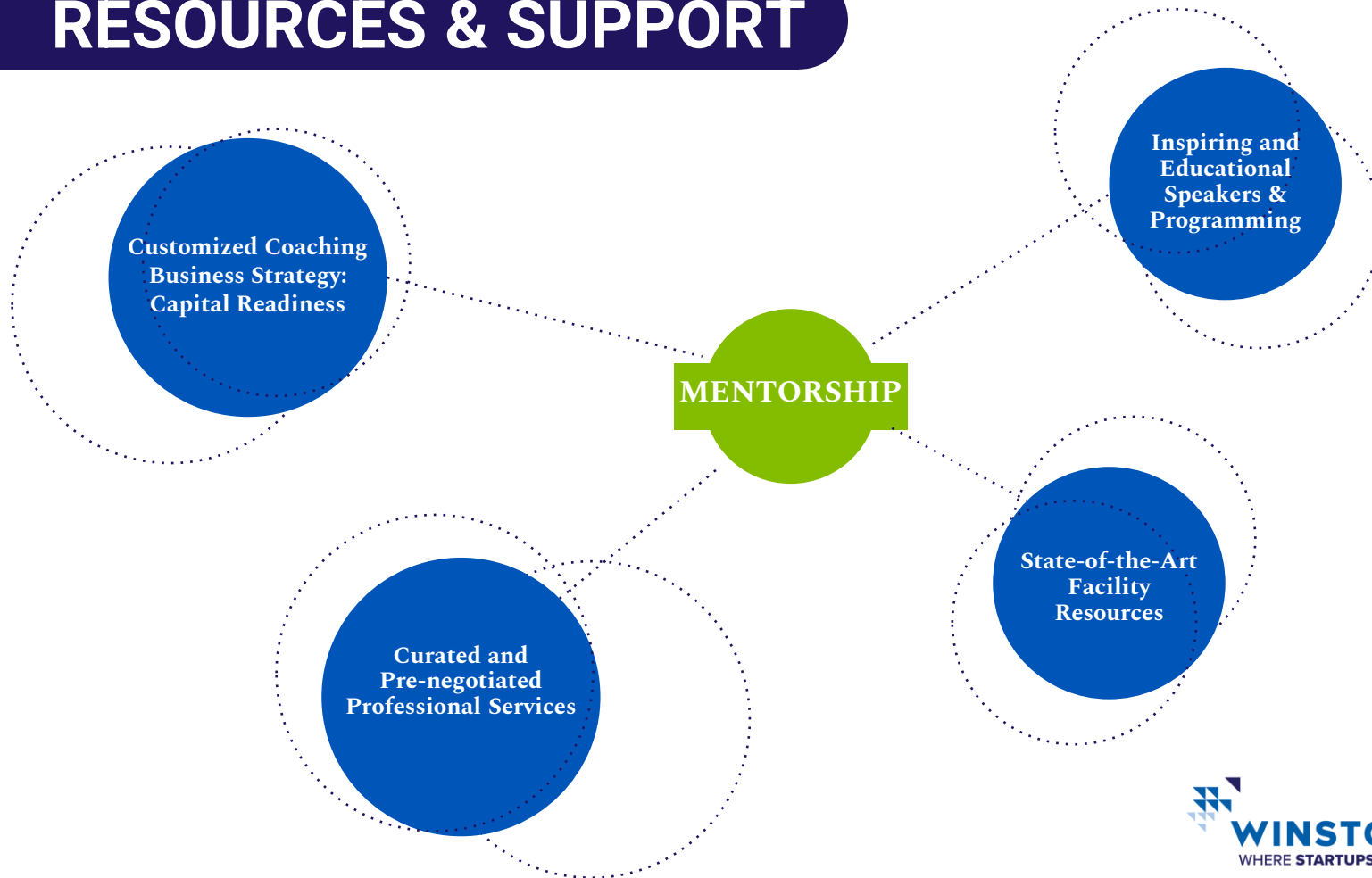
(12-18 mos. Market Impact)

- Sustainable revenue generation
- Capital secured and ready
- Financial systems and evidence-based financial projections
- Secured and competent leadership team
- Growth-ready processes
- \$2M annual revenue on capital raised
- Reviews every six months to track progress and understand needs: strides/waypoints
- Extension, advancement, graduate
- Track revenue, capital raised and employment numbers

ALUMNI GRADUATES

- Continued badge access to the office
- Invitation to programming and community events
- Continued relationship with mentors and staff
- Share your story and success

RESOURCES & SUPPORT





MEMBER BENEFITS



WINSTONSTARTS

WHERE STARTUPS GO TO SCALE UP

MEMBER BENEFITS

1. Mentors
2. Inform Workshops
3. Spark Speakers
4. Investor Readiness and Raise Program (IRR)
5. P3 “Pitch, Panel, Practice”
6. Winston Starts Hub
7. Access to Partners Programming
8. Investor Forum and Pitch Event
9. Intern Curation and Established Talent Pipelines
10. State-of-the-Art Facility Resources
11. Curated and Pre-negotiated Discounted Professional Services
12. Cohort Collaboration
13. Annual Empower Coding Academy On-site

MEMBER BENEFITS

“We really appreciate the genuine answers we get from our mentors. They really want to help, and they make that very clear by educating. They’ve had that same past experience, especially with technology. It’s been amazing and I know I can trust what they have to say. We can grow from that.”

Neal Simpson & Sara Simpson -
Conventional

World-class Mentors Who Walk with You

- o Mentors chosen for their match with your needs
- o Experienced in everything from Apparel to Athletics to Accounting to Aerospace...Medicine to Marketing to Manufacturing...Training to Tech
- o Provide industry connections
- o Targeted, subject-specific mentoring as well
- o Deeply committed to your success

MEMBER BENEFITS



**LENORA
BILLINGS-HARRIS**

International Diversity and
Inclusion Hall of Fame
Speaker

"Maximize the Power of
Inclusion by Disrupting the
Impact of Unconscious Bias"

MARK YOUR CALENDAR AND
GRAB YOUR TICKET

JULY 19TH & AUGUST 5TH | 11AM-12:30PM



inform
WORKSHOP SERIES

MARKETING
BRAND, PLAN & EXECUTION

June 9th and June 16th | 11AM-12:30PM



Chris McQueen
CMO at Bigfoot
Medical



Christopher Hines
Strategic Brand
Marketer



Anthony D'Amico
VP Marketing at
Stratifyd

Education and Training Workshops on Strategies and Tactics

**INFORM WORKSHOPS OFFER LESSONS FOR
ENTREPRENEURS IN A VARIETY OF AREAS,
INCLUDING:**

- o Sales and marketing
- o Financial strategies and capital raise
- o Technology
- o Building organization capacity, culture and team development



MEMBER BENEFITS

SPEAKER SERIES

*Inspiring stories from
successful entrepreneurs*

"THE REESE'S PIECES FOR ENTREPRENEURIAL SUCCESS"

Jane McCracken is the Assistant Director of the Advanced Technology Development Center (ATDC), the state of Georgia's technology business incubator. The ATDC helps entrepreneurs launch and scale technology companies across the state.

TUESDAY, JANUARY 14TH, 12PM - 1:30PM

- Free, public event.
- Light refreshments will be served.
- Located at 500 W. Fifth St., Floor 4

Visitor entrance on

- Poplar Street.

Free visitor parking lot at the corner of

- 5th and Poplar Street.



JANE MCCRACKEN



SPARK SPEAKERS

TALES FROM THE ROAD TO SUCCESS:

- o Successful entrepreneurs share their inspiring stories



MEMBER BENEFITS

Investor Readiness and Raise Program (IRR)



PURPOSE

- To ensure startups are investor-ready at the highest level
- Graduation certificate will give investors confidence that the startup's due diligence, pitch, and financial modeling are exemplary.

PROGRAM OUTLINE

- Select startups gearing up for a serious capital raise are chosen to participate in this twice annual program taught by seasoned entrepreneur and strategist Hal Eason
- The six-month program covers:
 - Capitalization Strategy
 - Financial Modeling
 - Due Diligence Preparation
 - Pitch Preparation and Presentation

MEMBER BENEFITS

Investor Readiness and Raise Program (IRR)



TESTIMONIAL

“I have enjoyed the IRR program and can’t emphasize enough how important it is for any founder to go through this, I’d like to say the sooner the better. How many sessions I have absorbed information wishing that I knew these things before when we first started this. Hal is a great mentor with great delivery of information. The program takes into consideration the busy schedule of entrepreneurs, while being a great platform to ask all the possible questions about the things that matter most and apply the acquired knowledge. I’m honored to be part of the first cohort and highly recommend this program to my fellow entrepreneurs.”

MEMBER BENEFITS

P3 Pitch. Panel. Practice.

LOW STAKES, HIGH VALUE PITCH PRACTICE

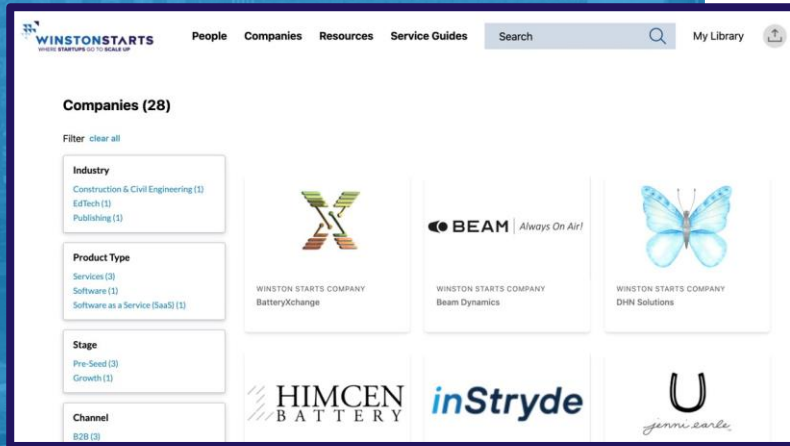
- o Gives founders the chance to practice and refine presentations and messages for investors, customers, and board.

MEMBER BENEFITS

Winston Starts HUB

INTERNAL, RESOURCE-RICH ONLINE COLLABORATION AND CONTENT PLATFORM

- Consists of founders, mentors, staff, alumni
- Valuable professional resource database: legal, HR, accounting, marketing, etc.
- Investing and resources
- Critical presentations and resources from past events: Inform, Sparks, P3 pitches and videos
- Curated and recorded resources to help scale
- Ability to share content



MEMBER BENEFITS



Flywheel™



Access to Partners

ACCESS TO PARTNERS' PROGRAMMING AND FREE MEMBERSHIP

Winston Starts has established formal partnerships with various organizations to expand the programming and networking for members. These include but are not limited to the following:

- Wake Forest Center for Private Business
- Flywheel Foundation
- Greater Winston-Salem, Inc.

MEMBER BENEFITS



Investor Forum

ONCE-A-YEAR PITCH EVENT AND INVESTOR ROUND TABLE

- o Select Winston Starts startups pitch to investors from around the region
- o Startups win prizes and trophies and, most importantly, gain crucial exposure and networking
- o Investors share trends in the investment community and offer valuable advice and tips

MEMBER BENEFITS

Student Starts: Interns

TALENT PIPELINE TO REGIONAL COLLEGES AND UNIVERSITIES HELPS FOUNDERS FIND BOTH INTERNS AND FULL-TIME HIRES

- Winston Starts connects professors and students seeking experiential learning opportunities with our founders -- in all function areas
- Class projects doing real work for founders in areas such as marketing-SEO analytics, website design, social media content curation and management, sales lead generation and research, analytics programs, public relations, software development, project management, etc.
- Winston Starts minimizes the work for individual founders to connect with college/university gatekeepers to find talent -- providing a win win for students seeking experience and founders needing talent while protecting their burn rate

MEMBER BENEFITS

State-of-the-Art Facility Resources

OUR BEAUTIFUL BUILDING IN THE HEART OF DOWNTOWN WINSTON-SALEM GIVES YOU SPACE TO GROW. INCLUDES:

- 35,000 square feet of open space with floor-to-ceiling windows
- 9 meeting rooms with video conference capabilities
- 5 private phone rooms
- Secure wifi and direct access to internet data lines for added security
- Media production room
- Two full kitchens and cafés (snacks and refreshments included!)
- All facilities are safe, secure (via key card) and accessible 24/7
- Mail center
- Copy/printing center
- 24-hour fitness center
- Free downtown parking pass
- Open contemporary design to inspire collaboration with peer founders, mentors and staff
- In-house software development firm to help with software design and engineering issues.
- IT support staff on call for tech needs



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MEMBER BENEFITS

Professional Services

CURATED AND PRENEGOTIATED DISCOUNTED PROFESSIONAL SERVICES

- o Pro bono lawyers and discounted rates
- o Marketing, HR and recruitment, grant writing, advertising, accounting, wealth management, real estate, software development, IT services, web services, etc.

MEMBER BENEFITS

Cohort Collab

MONTHLY LUNCHEON MEETINGS

- o Build community
- o Share challenges
- o Celebrate successes
- o Engage in brainstorming

MEMBER BENEFITS

Empower Coding Academy

FREE ANNUAL SOFTWARE CODING ACADEMY ON-SITE

- o Software developer training course for people with no professional software development experience
- o Eight hours a day, Monday through Friday, for 8 weeks
- o Covers programming languages, databases and cloud providers
- o Course helps early-stage companies meet their technology staffing needs
- o No payment or commission of any kind
- o Provided by Sightsource, a full stack software development consulting firm

MEMBER BENEFITS

Ecosystem Partners

WINSTON STARTS WORKS WITH OUR ECOSYSTEM TO SUPPORT ECONOMIC DEVELOPMENT FOR WINSTON-SALEM, TO BUILD COMMUNITY AND TO NETWORK ON BEHALF OF OUR STARTUP FOUNDERS.

- We help our founders plug into the community in order to scale most effectively and efficiently. Some of these valued partners are listed below:
 - Greater Winston-Salem, Inc.
 - Winston-Salem Black Chamber of Commerce
 - REACH Women's Network
 - HUSTLE Winston-Salem
 - Small Business Center – Forsyth Tech
 - Center for Creative Economy: Velocity Accelerator
 - Flywheel/New Ventures Accelerator
 - Wake Forest Center for Entrepreneurship
 - Agile City/Venture Winston Salem
 - Winston-Salem Pledge Partners Fund



OUR TEAM



WINSTONSTARTS
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Stan Parker

President

- MBA from UNC Kenan-Flagler and BA from Belmont Abbey College
- C Suite and executive leadership roles in strategic planning, brand strategy, marketing management and communications across multiple industries and operating models.
- Experience with startups and scaling businesses domestically and internationally.



Betsy Brown

Vice President

- BA from Miami University in Oxford, Ohio; MBA from Wake Forest University.
- Experience includes strategic marketing and sales management positions with General Mills and Sara Lee Apparel (now HanesBrands).
- Opened two local Ace Hardware stores with her husband and now oversees buying and human resources.
- Created a unique retail gift boutique store within each store.



Dina Mitchell

Administrative Assistant & Events Coordinator

- Holds Masters degrees in both Counseling and Human Resources.
- Currently working on a startup in her spare time.
- Most likely to be found with her nose in a book if things are quiet.



Barbara West

Operations Support Manager

- Received her BA from Wake Forest University and her Master of Public Affairs in 2012 from the University of North Carolina at Greensboro.
- Prior to coming to Winston Starts, Barbara was the Director of Business Recruitment for the Greensboro Chamber of Commerce.
- Enjoys spending time with her husband and two young children.

COACHES



Mike Buckovich, Founder and CEO of VerticalCurve Consulting, an independent web technologies and web integration firm dedicated to taming technology to liberate organizations' time, money and energy, enabling them to concentrate their efforts on their next great idea.



Rick Leander spent 3 decades building and running technology-based businesses for some of the world's largest financial institutions in New York, London, and Tokyo. He ran the Strategic Technology Group at a global bank, was the Chief Strategy Officer for a global payments company, created and ran an innovation lab, and was the CEO of a Fintech startup before Fintech was a thing.



Richard Browne is a Partner and CMO with BDC - Business Development Consultants NC, a national strategic marketing consulting firm providing interim CMO services and marketing coaching, with a focus mid-sized growth orientated B2B and B2C firms. Chief Outsiders is a member of the INC 5000



Samy Govindasamy has over 20 years of experience in Lifesciences and Healthcare. He has built technology platforms, operated multi-million dollar investment syndicate portfolios, and turned-around a multi-million dollar home health franchise with successful exits. Samy also has provide executive level Advisory & Strategic consulting to Fortune 50 global organizations. Sami has also successfully implemented innovation centers/ labs, center of excellence units using industry best practices lean project portfolio management.



Tony DiBianca, founder and CEO Personal Communications Systems (Phone Tree), Interim President of Winton Starts and an adjunct Professor of Practice at Wake Forest University teaching "Strategic Management in Entrepreneurial Firms" (business school) and "Leveraging Entrepreneurial Agility" (entrepreneurship department)

What's happening

QUARTERLY EVENTS WITH A FUNCTIONAL TOPIC RELATIVE TO SCALING

- Spark speaker – 1/quarter
- Inform workshops -2/quarter
- Subject area specialist office hours tied to workshops
- Monthly pitch nights and mentorship events
- Cohosting partner demo days, job fairs, college entrepreneur classes and programs

MENTORSHIP OPPORTUNITIES

Winston Starts Mentors are volunteers interested in giving back and helping with a critical economic development effort for our community. Mentors get a great deal of satisfaction and enjoyment working with entrepreneurs, who are very appreciative of the help!

Mentors have varied backgrounds and experience: corporate executives, functional area experts, successful entrepreneurs, retired, and independent consultants

MULTIPLE WAYS TO PARTICIPATE: MENTORS DECIDE ON THEIR LEVEL OF INVOLVEMENT AND TIME

- Assignment to startup founder: build ongoing relationship with founder
- Become key advisor: target is 2-3 assigned mentors per startup (founder)
- Project-based assignment with founder to help address critical need or opportunity
- Onboarding assessments: legal, financial, technology
- Participate in P3 events: learn about several companies while giving feedback to founders practicing presentations to investors, board, and customers
- Help development and deliver training programs and workshops
- Hold office hours to meet with founders around a specific area

MENTORSHIP OPPORTUNITIES

MENTOR ADVISORY GROUP: PROVIDES GUIDANCE AND INPUT TO WINSTON STARTS LEADERSHIP

- Admission reviews
- Waypoint reviews: advancement
- Input/advice on programming support

NETWORKING EVENTS

INVESTOR TRAINING

MENTOR AGREEMENT

- Risk-free relationship for founder
- Investing
- Board roles
- Conflict of interest






WINSTONSTARTS
WHERE STARTUPS GO TO SCALE UP



WINSTONSTARTS
WHERE STARTUPS GO TO SCALE UP



You've started up **your startup**. You may have graduated from an incubator or an accelerator. Now you are ready to **scale your business**.

Where do you go to grow your business? Take a look at **Winston Starts**, a no-equity nonprofit with unmatched resources.

We give you the framework, mentorship, and long runway you need to build as big as your dreams.



INTERNAL USE SLIDES

The following slides are for internal reference only, providing brand guidelines.



DECK BRAND GUIDELINES

TYPOGRAPHY

- Primary Sans Serif: Heading - Roboto (*medium*)

WINSTON STARTS HEADING

- Primary Serif: Subheading - Spectral

Winston Starts Subheading

- Secondary Sans Serif: Body Copy - Montserrat

Winston Starts Body Copy

- Tertiary Sans Serif: Sidebar Copy - Chivo

Winston Starts Sidebar Copy

DECK BRAND GUIDELINES

COLOR PALETTE

- Primary colors for Winston Starts are Sky Blue, Daylight Blye, Winston Starts Blue and Evening Purple.
- This deck mav utilize all brand colors but should keep our primarv colors (below) at the focus.



Sky Blue

PMS 277

CMYK: 25, 5, 0, 3

RGB: 171, 202, 233

Hex: ABCAE9



Daylight Blue

PMS 292

CMYK: 50, 10, 0, 0

RGB: 105, 179, 231

Hex: 69B3E7



Winston Starts Blue

PMS 2935

CMYK: 100, 50, 0, 0

RGB: 0, 87, 184

Hex: 0057B8



Evening Purple

PMS 273

CMYK: 100, 100, 0, 20

RGB: 36, 19, 95

Hex: 24135F