



**Innovation &
Entrepreneurship**

Helping Startups Thrive in Kansas

**Why it matters.
Why NXTUS.**

nxtus.io





What's a Startup?

An organization that today, isn't what it intends to be.



Perhaps Surprising...

- **80%** OF NEW BUSINESSES STILL ACTIVE ONE YEAR AFTER LAUNCH
- **5.2** AVERAGE NUMBER OF JOBS CREATED BY STARTUPS IN YEAR 1
- **65%** RELY ON PERSONAL AND FAMILY SAVINGS FOR STARTUP CAPITAL





Why it Matters

MORE ENTREPRENEURS MEANS LESS POVERTY

- For every 1% increase in a state's entrepreneurship rate, poverty decreases by 2%

MORE STARTUPS MEAN MORE JOBS

- Virtually all net new jobs come from small/young businesses
- Particularly focused on technology roles and support professionals

RETAINING AND ATTRACTING MODERN TALENT WILL GROW OUR ECONOMY

- Support growth-minded entrepreneurs
- Strengthen the ecosystem that helps innovators thrive
- Leverage this moment of advantage





Who is Winning?

BUFFALO, NY

- State- and local eco devo-funded accelerator, 43 North
- “This is why Buffalo has a tech ecosystem.” - Colleen Heidinger, President

TULSA AND OKLAHOMA CITY

- Top 10 state for entrepreneurs in 2022
- More than 10 high-quality startup accelerator/incubator programs
- Entrepreneurship rate 57% higher than Kansas in 2021

MADISON, WISCONSIN

- Running multiple accelerators per year for newly formed and scaling startups
- 42% rise in startup formation since 2019 and 76 percent increase in private risk capital deployed to fuel startups
- At the height of the pandemic, gained 1.77 tech workers for each one who left the city (May - Oct 2020)





Our Core



NXTUS' priority is the entrepreneur.
We know each needs three things:





We help entrepreneurs grow companies of significance.

OUR VISION AND CAPABILITIES ARE INFORMED...

- By a constant look at our state's ecosystem (assets & gaps)
- By successful models in other ecosystems
- By collaborations and growing partnerships in Kansas



NXTUS 2019-2024

Continue building a lean team, Secured diverse backers, Grew startups served by 500+ percent



Mary Beth Jarvis

President & CEO
August '19



Amber Dunn

Customer Programs
January '22



Conor Adler

Capital Programs
January '24



Symbria Hansen

Program Manager
August '23



Elleigh Peters

Communication
Coordinator
January '24



Our Core



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We know each needs three things:





Build COMMUNITY Around Entrepreneurs



Mentors



Resources



Education



Programs



“NXTUS has been so valuable to me by providing resources, training, and a community of like-minded entrepreneurs. Their guidance and support has given me incredible opportunities in my business.”

Bryan Steele, Founder, Forge Podcast Co.



Mobilize Early-Stage CAPITAL

Leverage Private Risk Capital to Grow Kansas Startups

- Angel Investment Syndicate began in late 2018
- One of fastest-growing groups in the nation
- More than \$7 million into early-stage, growth-minded ventures
- The Kansas portfolio companies raised \$200+ million (50/1 leverage)



**“Transportant is grateful
for AVP's ongoing
partnership as we strive
for further success.”**

Martin Staples, CEO, Transportant



New in 2023



Accessing Growth Capital Series

- Educates early-stage entrepreneurs how investors will evaluate their business
- Entrepreneurs learn the mechanics of raising capital
- Participants learn what investors search for in startups when considering investment
 - Participants are introduced to capital providers, such as Accelerate Venture Partners or GrowKS



Connect Entrepreneurs to CUSTOMERS

NXTSTAGE Startup Programs

- Provide customized coaching and workshops
- Directly connect startups to KS customers
- No cost to entrepreneurs
- Programs fuse elements creating superior results elsewhere





NXTSTAGE Pilot Competitions

Inviting innovative startups across the nation & around the globe, showcasing technologies to revolutionize Kansas businesses & communities.

COMMUNITY HEALTH & VIBRANCY

- Matches startups with Kansas communities looking for innovative solutions to their toughest community health and growth challenges
- In 2023, partners from around the state announced 6 pilot projects and 22 additional project ideas for startups

Sponsors



BlueCross BlueShield
Kansas

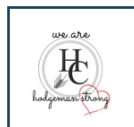


EWING MARION
KAUFFMAN
FOUNDATION



Greater Wichita
Partnership

Partners





NXTSTAGE Pilot Competitions

Inviting innovative startups across the nation & around the globe, showcasing technologies to revolutionize Kansas businesses & communities.

FINANCIAL TECHNOLOGY

- Connects Kansas banks with technology solutions to help them thrive in this age of online competition and digital transformation
- In 2023, there was 111 competitors from 22 states and 12 countries, resulting in 7 pilot project winners offering their solutions

2023 Premier Sponsors:



Additional Program Supporters:





NXTSTAGE Customer Traction Cohort

A state-wide program that accelerates go-to-market progress for growth-minded Kansas entrepreneurs.

8-WEEK TRACK

of hyper-customized programming for Kansas CEOs & Founders

1:1 WEEKLY COACHING

with FluentStudio to run flexible, lean experiments weekly

IN-PERSON WORKSHOPS

using a combination of local and national resources

PEER ROUNDTABLES

devised to solve a key issue each cohort member is facing

PROFESSIONAL PITCH COACHING



The NXTSTAGE Customer Traction Cohort helped me transform the direction of my business, refine my processes, and maximize our efforts. It has been a breath of fresh air.

JORDAN WALKER
Founder, Bondfire Strategy



Who should apply?





Impact to Date

In partnership with NetWork Kansas, this program continues to expand its reach and impact year over year.

51 Entrepreneurs Served Over 3 Years

- 79% had minority or female founders
- 17% Black or African American
- 8% Asian or Asian American
- 23% Hispanic or Latino
- 6% Native American or Alaska Native
- 8% had veterans and/or disabilities
- All startups were from Kansas
- 43% operate in underserved, rural or urban distressed Kansas





NXTSTAGE

CUSTOMER TRACTION COHORT

Powered By:





NXTSTAGE Enterprise Engagement Series

Bridging the communication & knowledge gaps between established organizations and early-stage companies who want to grow by selling B2B.

- Weekly, 90-minute, open-discussion workshops
- Access to 1-on-1 meetings with enterprises
- An Enterprise Playbook provided by each partner with a guide to doing business with them
- Stipend at the end of the program, no equity taken
- The Startup-Enterprise Summit culminating occurs during Wichita Startup Week and puts startups in front of nearly 200 attendees





Who should apply?



XTUS



Impact to Date

The inaugural program connected a cohort of 20 KS entrepreneurs and 11 Enterprise Partners, expanded reach in partnership with NetWork Kansas.

40 Cohort Members Graduated In First Two Years

- 83% of the diverse cohort selected had minority or female founders
- 8% Veteran Founders
- 8% Hispanic or Latino
- 15% Black or African American
- 8% Asian or Asian American
- 3% Native American or Alaska Native
- 40% with Opportunity Zone Zip Codes
- 40% operate in underserved, rural or urban distressed Kansas



Questions?



Thank You!

View our 2023 Annual Report:



nxtus.io

