

NEWBO⚡CO

2019

THE NEW BOHEMIAN INNOVATION COLLABORATIVE

Cedar Rapids was built by entrepreneurs: George Greene, Howard Hall, the Sisters of Mercy, Arthur Collins, and many more. The organizations that today employ thousands in our community began as crazy ideas.

Building a company is challenging and risky, especially the first time. Of all the critical resources needed to start a company – money, market timing and readiness, technology, mentorship – the most critical is the entrepreneurs themselves. They're the ones willing to gamble their career, their family time, and their financial future to chase a high-risk dream with low odds of success.

NEWBOCO WAS FORMED IN 2014 TO IMPROVE THOSE ODDS, PROVIDING:

- Rigorous programs to support entrepreneurs and dramatically enhance their odds of success
- Talent development programs for kids and adults, to build a strong talent pipeline for the future of Eastern Iowa's economy
- Corporate Innovation programs that bring "startup speed" to our existing businesses, making them stronger and more resilient

“ *NewBoCo is an organization that offers unmatched opportunities to our community because we don't do it alone; the word “collaborative” is even in our name. This isn't a nonprofit think tank; this staff is a group of people who care deeply about innovation in Iowa and take immediate action when an opportunity presents itself to further our mission. The programs offered at NewBoCo are critical to a community looking to grow, attract more talent, and launch big things.* **”**

— Aaron Horn, NewBoCo Board President

In less than three years, the NewBoCo staff has grown from 2 to 13, providing a breadth of services and programs unlike any other organization in Iowa. Our mission is to accelerate world-changing ideas, from Iowa.

And we're just getting started.



STARTUPS

Our flagship program, Iowa Startup Accelerator, was the first of its kind in the state. Now on our third cohort, the program has undergone significant changes: adding more mentors, a three-week pre-accelerator to vet startups from around the world, and a new framework for accelerating customer discovery and research. And we have a number of improvements slated for the future to make it even stronger.



Almost **\$4 MILLION** in angel investment funding raised

138 entrepreneurs have started or built their businesses in Vault in Cedar Rapids

COMING IN 2017:

- A new angel investor network designed to support local startups
- Talent programs to help startups find technical and other critical team members
- Extended programs for startups further into their life cycles





24 accelerator startups funded,
more than 90% still in operation

17 of the **24** companies are still in Iowa



EDUCATION

Technology is changing rapidly. Traditional education is being disrupted. Businesses need smart, capable leaders. NewBoCo's educational programs are designed to augment and collaborate with existing providers to ensure Eastern Iowans have access to the latest technologies and skill growth opportunities available anywhere.

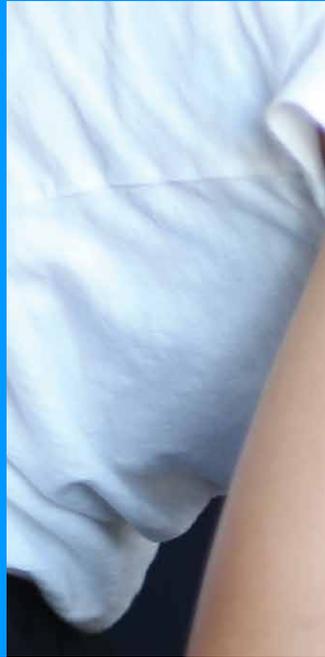
Our K-12 programs, known as Imagination Iowa, are focused on getting kids exposed to cutting edge technologies: software development, 3D printing, virtual reality, and more. From our free CoderDojo coding clubs for kids to summer STEAM camps to after school programs for gifted and talented children, we're adding an enormous resource to our community's educational system.

Computer Science in schools is a critical priority in our country and for the state of Iowa. NewBoCo will meet this need as Iowa's only Code.org partner, providing middle and high school teachers with advanced computer science curricula across the state.

“ *Being an Imagination Iowa mentor is my contribution to the future of education in Iowa. Access to STEAM programming is a growing need. In order for Iowa to stay ahead of the curve, we must invest in building this talent pipeline within the state. I will continue to play a role in cultivating these skills and am an ardent supporter of Imagination Iowa's mission to foster K-12 STEAM skills.*

”

— Mark Hadley, Mentor for Imagination Iowa



We are also launching Iowa's first adult, full-time code school, teaching ultra-modern computer science techniques in as little as 12 weeks. Based on the nationally renowned Code Fellows program in Seattle, the school has a 95% placement rate and an average starting salary upwards of \$65k.



CORPORATE INNOVATION

Virtually every industry is under assault from innovative competitors, new startups, and emerging business models. Using the same tools we've implemented with startups, we're helping existing companies in Eastern Iowa to:

- Identify new, high-potential opportunities
- Vet the ideas rapidly using aggressive customer discovery
- Develop or mockup prototypes for immediate feedback from users
- Explore organizational designs that challenge traditional corporate hierarchies and overcome cultural impediments to innovation

In 2017, we'll be dramatically ramping up our corporate innovation programming. We plan to build alliances with colleges and universities to train MBA and other leadership talent on innovation theory and practice, work with corporate partners on new, facilitate innovation programs, and aggressively grow our educational offerings.

“

By bringing world-class innovation expertise to the area, we aim to ensure our region's key employers see new opportunities and exploit them for the benefit of Iowans. ”

— Eric Engelmann, NewBoCo Executive Director





BIG PICTURE

In three short years, we've made major improvements to Eastern Iowa's startup ecosystem, but we've just barely begun. By the end of 2017, we will:

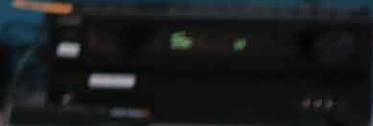
- Open the area's first engineering prototype lab and virtual reality lab focused on developing prototypes of commercializeable technologies.
- Hire a full-time engineer to assist startups in using the prototyping lab and VR lab.
- Develop a new, regional angel investor network, building a diverse array of investors and a single funnel for deal flow of all kinds (startups, mezzanine, real estate, and more).
- Launch Iowa's first adult code school, generating 100 or more qualified software developers to join or found startups or help existing companies grow. We are also exploring the possibility of code schools in Des Moines, Cedar Falls, and other communities.
- Dramatically enhance our industry-specific innovation summits to draw prospective startups from all over the Midwest. They'll blend hackathons, pitch competitions, and industry expert feedback into a single event designed to communicate that Eastern Iowa is an exceptional place to start a business.

“ *NewBoCo plays a disproportionately crucial role in our region as the major source of disruptive innovation. The City of Cedar Rapids is beyond enthusiastic about the developments taking place within, and in connection with, this outstanding organization. NewBoCo's facilities and array of programs serve as a launch pad for entrepreneurs from around the world and facilitate the creation of new businesses, talent growth, and more, throughout the Corridor.* ”

— Ron Corbett, Mayor of Cedar Rapids



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