

## ENTREPRENEURSHIP

IOWA STARTUP ACCELERATOR  
SOCIAL GOOD ACCELERATOR  
VAULT COWORKING & LABS

ENTREFEST  
CORRIDOR ANGEL INVESTORS  
1 MILLION CUPS CEDAR RAPIDS

## INNOVATION

AGILE SERVICES  
NEWBOCODE  
INTRAPRENEUR ACADEMY

## EDUCATION

K-12 EDUCATION  
DELTAV CODE SCHOOL  
CODE.ORG PARTNERSHIP  
FUTURE CITY IOWA

# THE NEW BOHEMIAN INNOVATION COLLABORATIVE



**NEWBO4CO**

Several years ago, we decided it was time to help build Eastern Iowa's startup community. When we looked at our region's resilience after the 2008 flood and our density of successful tech companies, we knew it was possible to build a vibrant startup ecosystem here. But we had discovered that while we had some important resources and strengths, Eastern Iowa was far behind other communities in developing aggressive entrepreneurial programming and support structures.

**WE SIMPLY WEREN'T CHANGING  
AND ADAPTING QUICKLY ENOUGH.  
WE WEREN'T TAKING RISKS.**

**WE WEREN'T BEING BOLD.**

So, in the Fall of 2014, we started Iowa Startup Accelerator (ISA) to give funding and mentorship to new startups to turn them into high-growth companies in Eastern Iowa. ISA was the first accelerator program in the state, and we hoped that it would be a catalyst to energize our startup community.

As these companies finished our program, however, it became blatantly apparent that they needed far more than an accelerator program alone could offer.

Building a high-growth company takes time and a lot of support, and an accelerator couldn't provide enough to keep these startups growing in Eastern Iowa. After finishing the program, our startups needed investment, technical talent to help build their products, and to sell to corporate partners. They struggled to find what they needed here, and that meant many either left town or died entirely.

This is why the Iowa Startup Accelerator grew into the New Bohemian Innovation Collaborative. We needed to create a more comprehensive support system for all business stages. We needed to create opportunities for workforce expansion. We needed to do more.

Our programs focus on Innovation, Education, and Entrepreneurship. In this annual report, you'll read about our efforts in these three areas over the last five years and our plans for the future. You'll read stories about innovation in Iowa's schools and an immigrant entrepreneurial success story.

We've come a long way with your support, and we hope we can keep building opportunities for Eastern Iowa with our community pushing us forward.

**—ERIC ENGELMANN**  
EXECUTIVE DIRECTOR



# ENTREPRENEURSHIP

In 2013, we proposed the idea of Iowa Startup Accelerator, a model we saw emerging in other communities that provided early-stage capital, mentoring, and coaching to young startups. With the help of numerous donors and investors, we launched ISA—the first accelerator program in the state of Iowa—the following year.

Five years later, ISA has fulfilled virtually all of the goals we set:

- 43 companies have completed the program; more than half are from Eastern Iowa
- Several companies have moved to Eastern Iowa to grow their businesses here, including Cargofy, which moved here from Ukraine and was the 2nd fastest growing company in Iowa on the Inc. 5000 list in 2018
- 91 jobs have been created from these companies—and these companies will continue to grow and hire here in Eastern Iowa
- The best startups from our program have gone on to raise more than \$10 million from investors to fuel their growth
- LendEDU, from our 2014 program, has already exited and provided returns to our investors

## THAT'S A GREAT START. BUT IT'S NOT NEARLY ENOUGH.

Automation and machine learning are changing the way our economy works. People are already losing their jobs to computers—and in the future, we're only going to lose more. And the new jobs that are being created in this different economy aren't being created in Iowa. Last year 80 percent of all new jobs in the United States were created in metro areas with populations of one million and up. Cities like Cedar Rapids—and states like Iowa—are at risk of being left behind.

We've shown that we can effectively foster new entrepreneurial growth. But to really turn this tide, we need to dramatically scale up our programs so that we can generate ten times as many high-growth companies in our own communities as we do today.

To do this, NewBoCo will expand its entrepreneurial support programs over the next few years to include:

- A much larger seed fund to expand Iowa Startup Accelerator from 2020 to 2023 and foster private investment in early stage startups
- Sector-focused mentor networks in key industries that match Eastern Iowa's strengths, such as food & agriculture technology, education technology, health technology, and manufacturing technology
- Support systems for CEOs as they grow their businesses here and mature as leaders

## OUR 2018 STARTUPS

ActWorthy - Iowa City, IA

Codemoji - Chicago, IL

Kho Health - Des Moines, IA

Member Marketplace - Cedar Rapids, IA

6C Solutions - Chicago, IL

Class Composer - Boulder, CO

Rantizo - Iowa City, IA

Project BBQ - Cedar Rapids, IA





## FROM UKRAINE TO THE SECOND FASTEST GROWING COMPANY IN IOWA

In 2017 the Iowa Startup Accelerator helped turn Cargofy from a small startup into an international business helping thousands of truck drivers across the world. Cargofy is a platform that helps individual truck drivers manage their business. Through their mobile app, Cargofy Partner, owner-operators get access to high-paying loads, discounts on fuel, instant payments, and many other benefits. In less than a year after participating in the Iowa Startup Accelerator, Cargofy was ranked as the 2nd fastest growing company in Iowa on the Inc. 5000 list, with a U.S. revenue of \$2.7 million.

“Lots of transportation happens in the Midwest. That combined with the low cost of living and the Iowa Startup Accelerator made Iowa a great U.S. location for us.” - Stakh Vozniak, Cargofy CEO and Cedar Rapids resident.

# Inc. 5000



## REACHING NEW HEIGHTS IN AGRICULTURAL INNOVATION

There have been massive innovative improvements in agriculture technology over the last decade, but agricultural spraying hasn't kept pace. The machines used for spraying have simply gotten bigger, not better. Farmers have to deal with problems with overspray, chemical run-off, and chemical resistance. Rantizo, one of the startups in ISA's 2018 cohort, plans to change this.

Instead of massive agricultural sprayers, Rantizo utilizes drones equipped with a patented sprayer attachment that sends out electrostatically charged droplets which wrap around and stick to plants. This electrostatic technology allows farmers to use as little as one ounce of a chemical to coat an entire acre of crops—a drastic decrease from current technology.

Rantizo CEO Michael Ott (pictured on left) has been involved with ISA as a mentor since its beginning, and he knew that the program would be able to help his company find success. Since joining ISA, Rantizo has raised over \$500,000, been featured on Forbes' social media, and continued to sell their product to an increasingly interested audience.

## ENTREPRENEURSHIP CASE STUDY: SOCIAL GOOD ACCELERATOR

Nonprofits need to be just as innovative as startups in order to provide the greatest impact to the people they serve. However, there aren't the same levels of support, both educational and financial, to help nonprofits on their innovation journeys. We're trying to change that. Because of generous donor support this year, we were able to provide grant funding to two local nonprofits to support new initiatives. These nonprofits joined an Iowa Startup Accelerator cohort as members of our Social Good Accelerator program along with another nonprofit who piloted the program in the spring.

- [Aging Services, Inc. \(Ovation\)](#)
- [Kids First Law Center \(Youth Peace Project\)](#)
- [GSI Works \(Social Good Accelerator Pilot Team\)](#)



*“NewBoCo’s Social Good Accelerator has been amazing. It’s really given us an opportunity to do some customer discovery and figure out how to be best in the school system and if there are other markets out there where our service can be beneficial for kids.”*

- Arianna Eddy, Youth Peace Project Director

## CELEBRATING ENTREPRENEURSHIP AND INNOVATION IN CEDAR RAPIDS

For the first time in five years, we brought EntreFEST, a two-day conference for the Midwest’s entrepreneurial and innovation community, back to Cedar Rapids through a partnership with the Cedar Rapids Metro Economic Alliance. More than 500 people attended EntreFEST’s unique blend of presentations, networking opportunities, and interactive panels in venues scattered throughout the NewBo and Downtown neighborhoods—and almost 100% of revenue went directly back into our community.

Topics discussed included everything from “The Importance of Creativity in the Workplace” to “User Experience for the Entrepreneur” to “Don’t Give Guns to Robots: Choosing Our Future Before It Chooses Us”. There were more than 50 different speakers and multiple keynote sessions, including one from Scott Belsky, Adobe’s Chief Product Officer (pictured on right).

EntreFEST will be back in Cedar Rapids on May 16-17, 2019. Tickets are available now at [entrefest.com](http://entrefest.com).





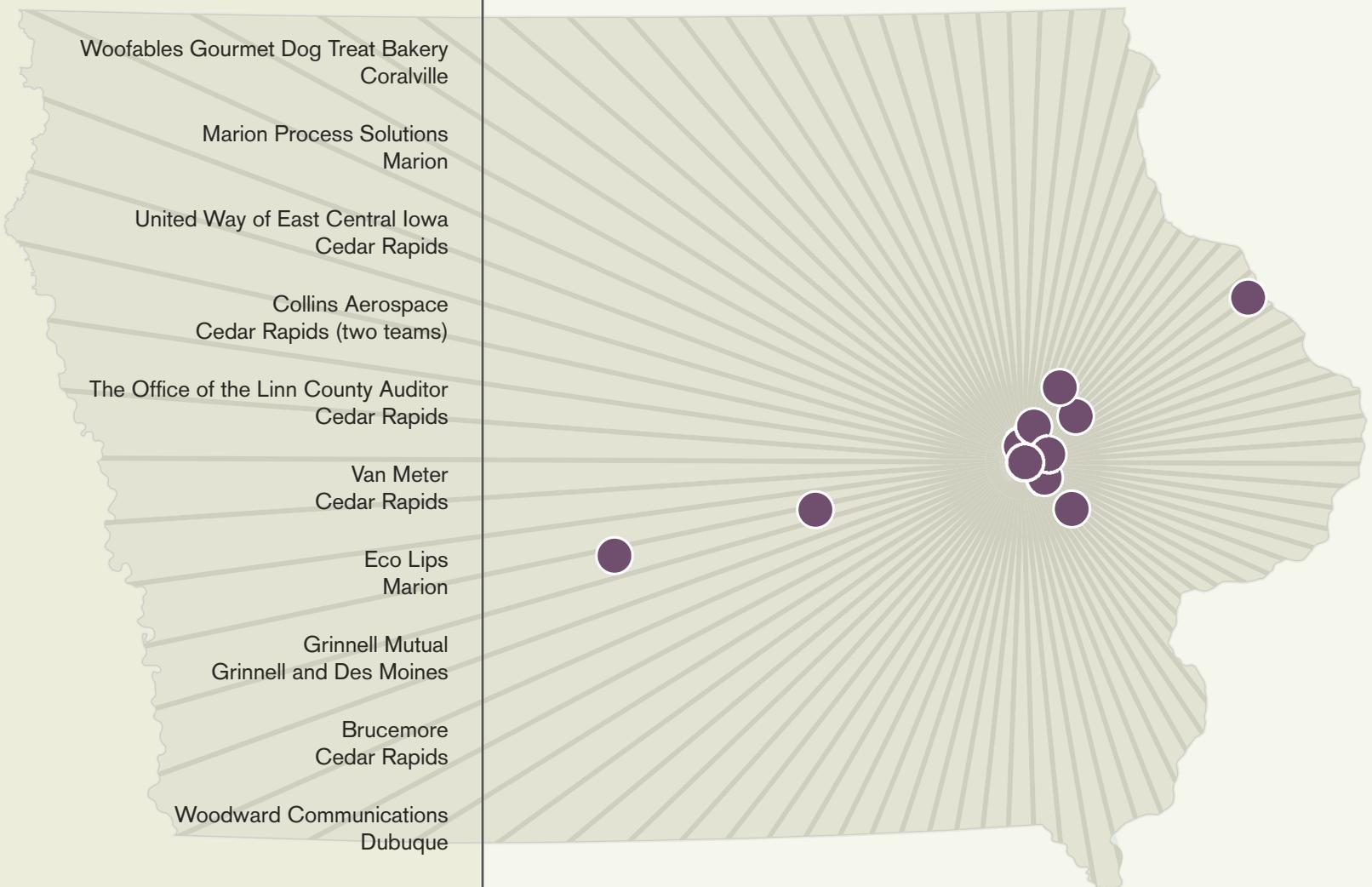
# INNOVATION

In 2017, we dramatically ramped up our corporate innovation programming to help established organizations explore new technologies and become more innovative. There are numerous resources to guide startups through this process, but the same resources didn't exist for established organizations. We launched an initial innovation workshop series with attendees coming from all over the state. Feedback from that series led us to launch Intrapreneur Academy early in 2018.

Intrapreneur Academy is a year-long training program where organizations of all types send a team of 3–8 people to learn about four innovation competencies (Agile, Methods, Strategy, and Culture). Each quarter, Intrapreneur Academy participants dive deep into a different competency with workshops, networking groups, immersive tours, and events.

Our community's response to Intrapreneur Academy has been overwhelmingly positive. Our participants includes nonprofits, government entities, small businesses, and large corporations. We launched our first cohort for Intrapreneur Academy in April, and there was so much demand that we launched a second cohort in October.

## INTRAPRENEUR ACADEMY TEAMS



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## WHAT'S NEXT FOR INNOVATION

Intrapreneur Academy was a great step forward for our region, but there's more to be done to bring innovation to the forefront in our state. We plan to:

- [Grow Intrapreneur Academy across Eastern Iowa](#)
- [Explore Agile and innovation training in the education system - to train teachers to help give students more accountability and responsibility for their own learning and the skills to work collaboratively toward shared goals](#)

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## INNOVATION CASE STUDY: VAN METER + INTRAPRENEUR ACADEMY

For the past six years, the Des Moines Register has named Van Meter Inc. as one of Iowa's top places to work through a survey based completely on employee feedback.

"One of my favorite things about working at Van Meter is our employee-owner culture," said Jordan Grimm, Continuous Improvement Specialist at Van Meter. "Everyone, from the guy sweeping the floor to our CEO, has skin in the game here. We really own our work."

However, Van Meter found that their culture wasn't enough to drive employees to be innovative.

"We assumed that having engaged employees meant that they would innovate, but there needs to be a framework and tools to support them in this," said Grimm. "You can't just put someone in a room and say, 'Go innovate!'"

*"We assumed that having engaged employees meant that they would innovate, but there needs to be a framework and tools to support them"*

So when Mandy Webber, NewBoCo's Director of Innovation, pitched the idea of Intrapreneur Academy, a year-long training program where organizations of all types learn how to be innovative in a rapidly changing world, they knew they had to be a part of it.

"For me, Intrapreneur Academy is the next phase of capitalizing on our engaged employees," said Grimm.

Van Meter quickly saw results from joining Intrapreneur Academy. In their first few months alone, they used the mindset and tools learned to overhaul their internal package tracking system and employee inboarding training processes. They've also made thinking about innovation part of their daily practice.

"Intrapreneur Academy has been a game changer for our Organizational Effectiveness Team," said Grimm. "Van Meter is a better company because of our partnership with NewBoCo."



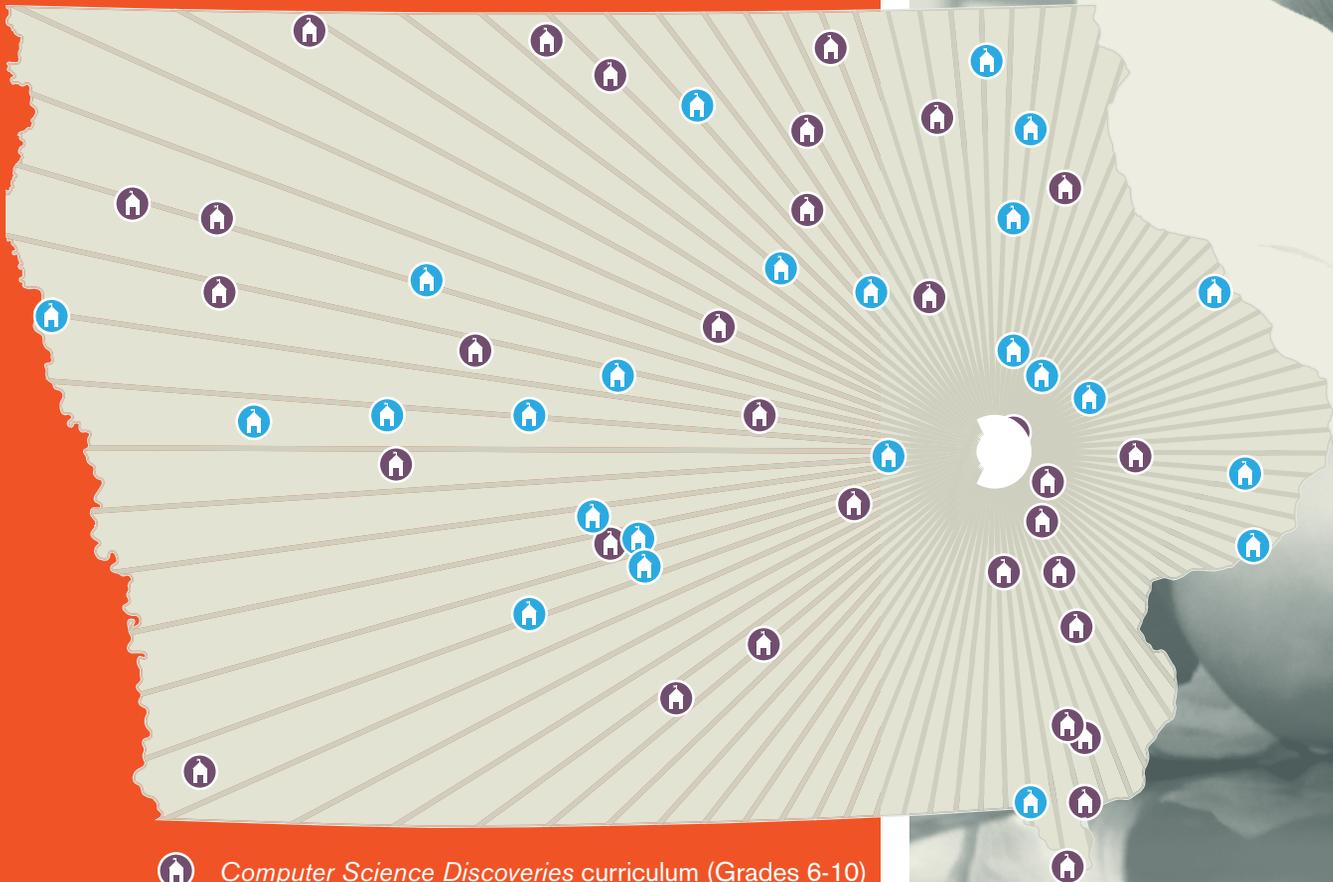
# EDUCATION

All across our state, the number of open tech jobs is increasing, but employers struggle to find qualified candidates to fill them. Simply put, there aren't enough Iowans with the skills to fill these plentiful and high-paying jobs in our own state—or to start new companies to create more. Investing in Iowa's companies isn't enough to build a thriving region. We need to invest in our people as well.

In 2017, we bet big on Iowans by partnering with national organizations to address our tech education problem in both the short-term and the long-term.

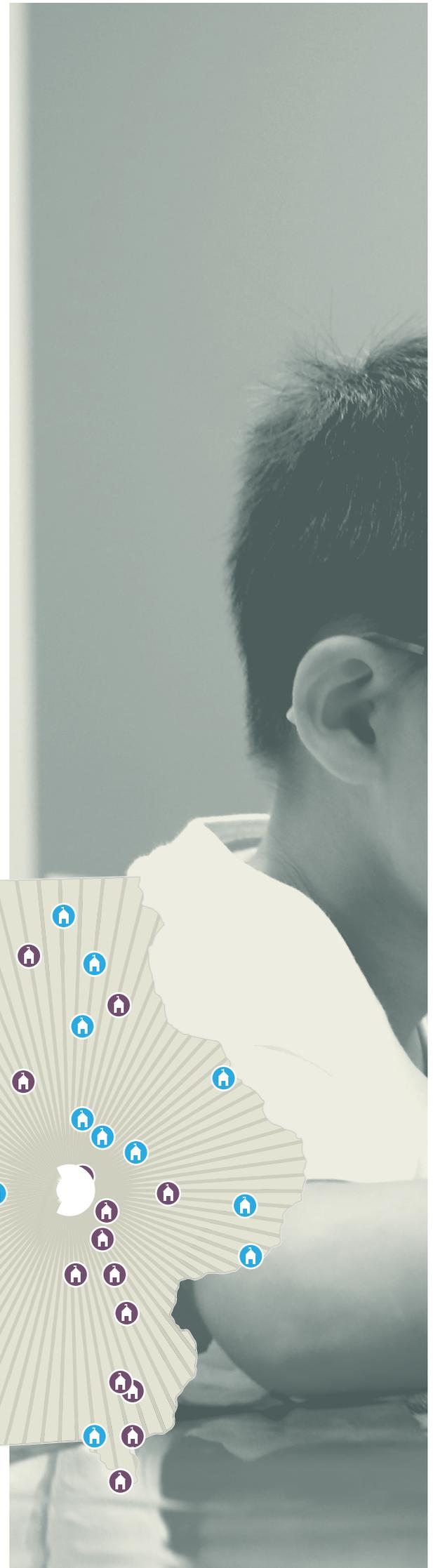
- We launched DeltaV Code School, Iowa's premier coding bootcamp, to give adults the opportunity to learn how to become computer programmers. At DeltaV Code School, adults take classes to become full stack JavaScript developers in 20 weeks. And the results so far are impressive. Two months after graduation, 100 percent of our 2017 graduates were employed as developers with an average salary of \$58,000.
- We partnered with Code.org in 2017 to invest in Iowa's next generation by offering professional development to train current teachers on how to teach computer science to their students. Currently, 60 percent of Iowa's schools aren't able to offer computer science classes to their students. This training is changing that. So far, we've trained over 230 teachers in school districts all across the state of Iowa, including local teachers at Kennedy High School, Prairie High School, Prairie Point Middle School, Harding Middle School, St. Joseph's, and Xavier High School. These teachers have taught more than 6,000 students statewide.

## 2018-19 TEACHERS



 *Computer Science Discoveries* curriculum (Grades 6-10)

 *Computer Science Principles* curriculum (Grades 9-12)



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## EDUCATION: WHERE WE GO NEXT

Our education programs are already making a difference for Iowa, but we need to invest more heavily in them to see the impact our state needs. Over the next few years we plan to:

- Continue to expand K-12 Code.org teacher training, until every school in Iowa has a Computer Science teacher
- Grow DeltaV Code School for adults in Cedar Rapids and in other communities across Iowa
- Explore other skill gaps for adults that our ecosystem needs, and identify options to fill them, possibly using a model like DeltaV, e.g. leadership, digital marketing, user experience design, information security

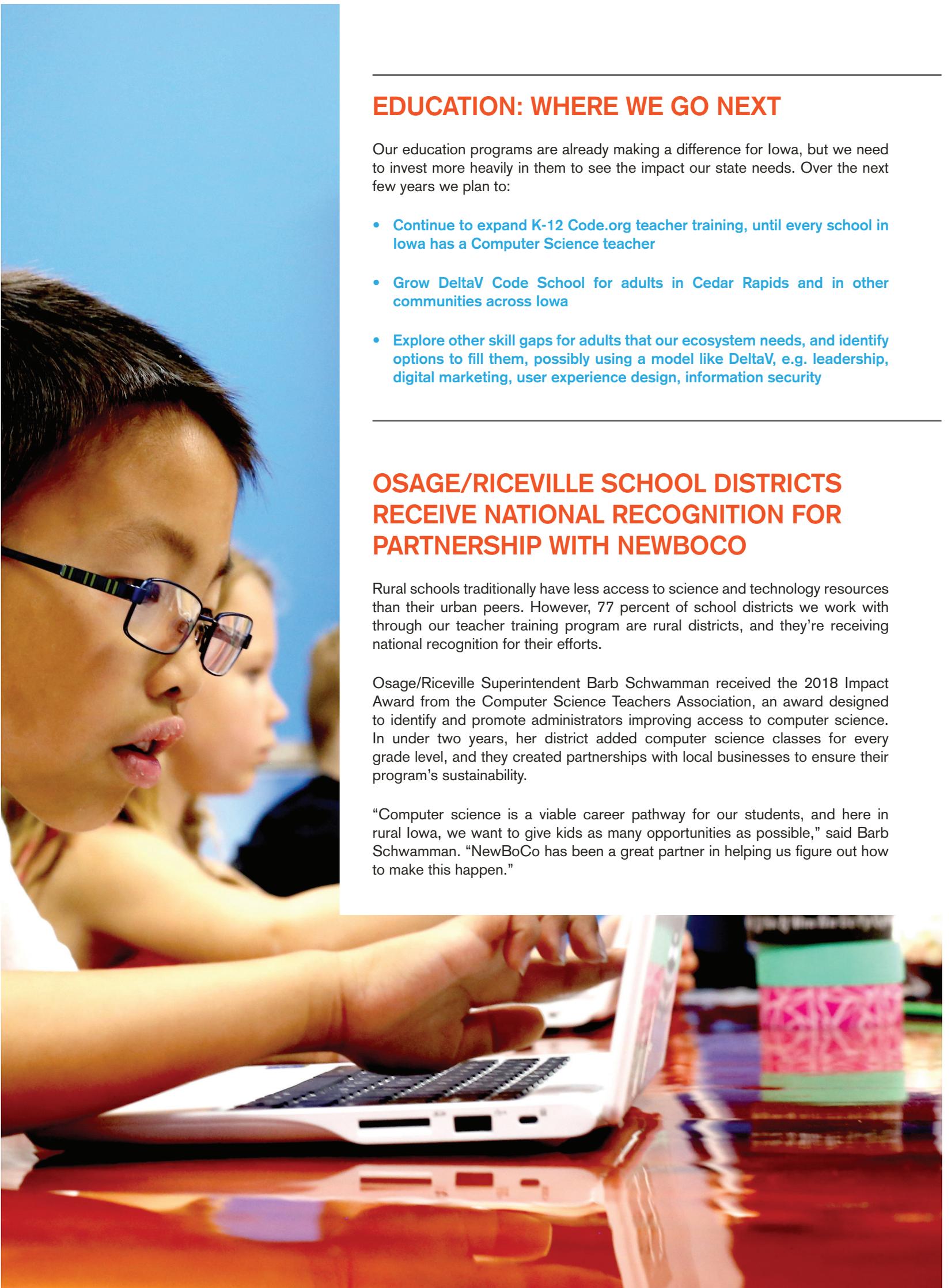
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## OSAGE/RICEVILLE SCHOOL DISTRICTS RECEIVE NATIONAL RECOGNITION FOR PARTNERSHIP WITH NEWBOCO

Rural schools traditionally have less access to science and technology resources than their urban peers. However, 77 percent of school districts we work with through our teacher training program are rural districts, and they're receiving national recognition for their efforts.

Osage/Riceville Superintendent Barb Schwamman received the 2018 Impact Award from the Computer Science Teachers Association, an award designed to identify and promote administrators improving access to computer science. In under two years, her district added computer science classes for every grade level, and they created partnerships with local businesses to ensure their program's sustainability.

"Computer science is a viable career pathway for our students, and here in rural Iowa, we want to give kids as many opportunities as possible," said Barb Schwamman. "NewBoCo has been a great partner in helping us figure out how to make this happen."



## DELTAV STUDENT SUCCESS STORY: JASON LOGAN

“My experience as one of the first graduates of DeltaV Code School has been phenomenal. I am a veteran, and I did not want to go back to college and spend four years to get a degree. DeltaV was the perfect option for me because of the length of the program [20 weeks instead of four years] and future job prospects.

Not only did DeltaV train me how to be developer, but they also connected me with my future employer. I graduated from DeltaV October 2017, and was hired by UFG Insurance as an Application Developer in December 2017. I felt well prepared for the job, and United Fire Group has been a fantastic employer thus far. Compared to the previous year, I make more money and am in a career that I enjoy and see a future in, simple as that.”



## FUTURE CITY IOWA

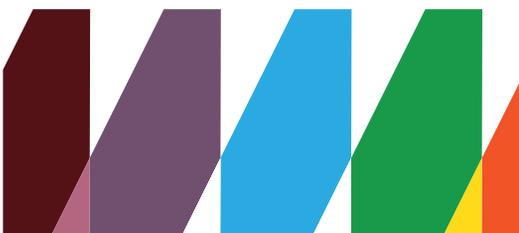
NewBoCo is the statewide coordinator for Future City, one of the nation's leading engineering education programs for middle school students. In Future City, students form teams and work together to design what a city could look like 100 years into the future. They tackle real world problems, and improve their public speaking, project management, and research skills through this engaging and challenging project.

In 2018, 47 teams of students from across the state presented their ideas for what an “aging-friendly” city would look like at our Regional Competition.

This theme was chosen because by 2050, the number of older adults will exceed the number of all children under the age of 14. Middle schoolers participating in Future City were challenged to engineer two innovative solutions that allow their future city's senior citizens to be as active, independent, and engaged as they want to be.

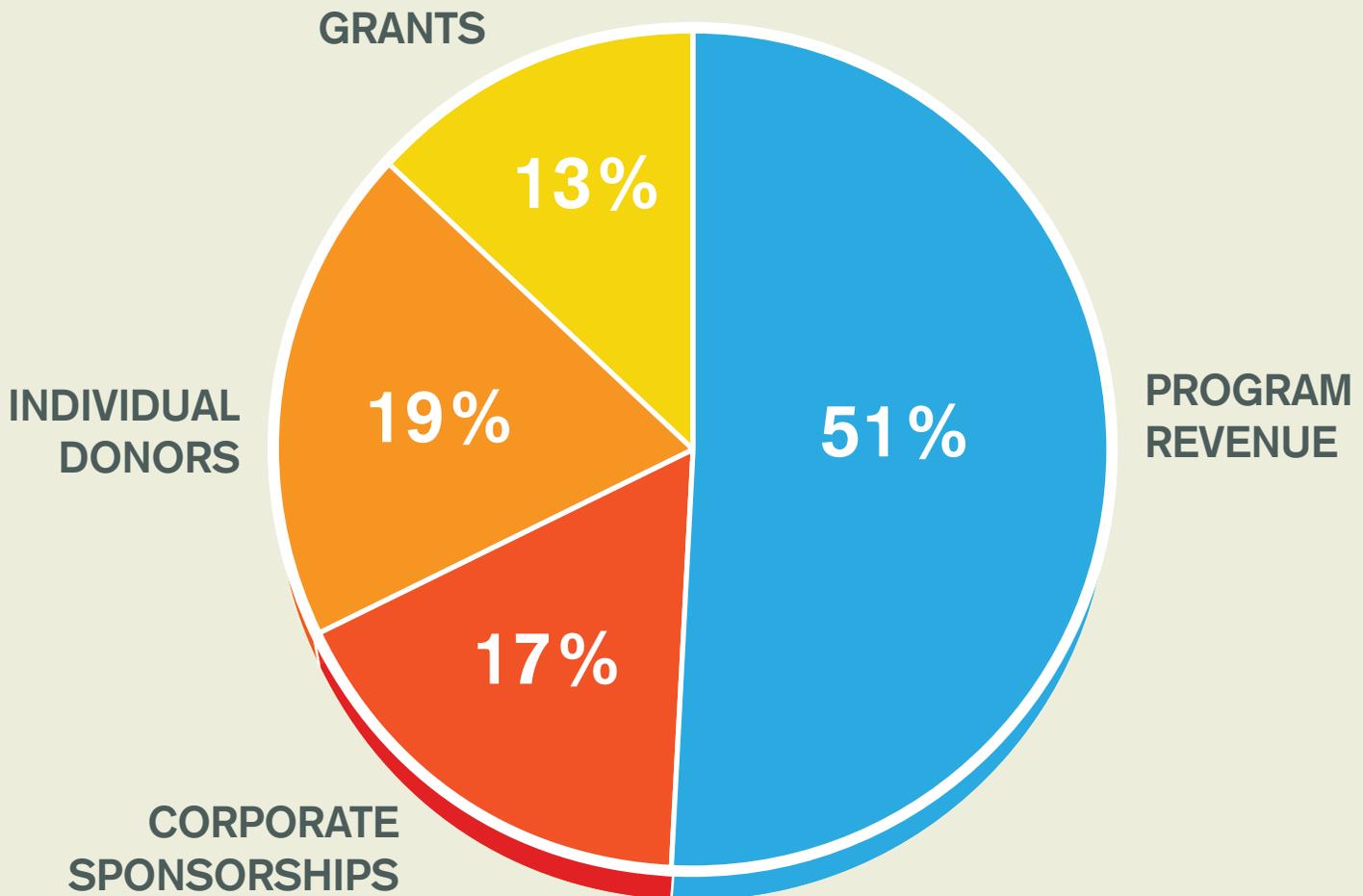
Many students in our community worked directly with senior citizens to get firsthand input on what could make the world more aging-friendly. For example, the Bluhende Stadt Team, made up of students from Linn-Mar middle school sponsored by the Marion Public Library, worked with staff and seniors at The keystones of Cedar Rapids. According to the team's advisors, “The seniors gave enthusiastic responses to the students' questions. Their input contributed to our mission of making this world a better place for everyone, as part of the Future City project and outside of it.”

2019's Future City theme is Powering Our Future. As cities suffer from increasingly dangerous natural disasters, such as tornadoes, hurricanes, and earthquakes, engineers, architects, and city leaders face the critical task of creating resilient cities. With these real world disasters in mind, Future City teams will design a resilient power grid for their future city that can withstand and quickly recover from the impacts of a natural disaster. The Iowa Future City Regional Competition was held on January 26, 2019.



## NEWBOCO RELIES ON YOUR SUPPORT

As a 501(c)(3) nonprofit, NewBoCo relies on donors, grants, and corporate sponsors to deliver our mission to this community. We've worked hard to generate revenue from our programming to build a stronger, more sustainable organization. In 2014, 80 percent of our \$400k in revenue came from donors, sponsors, and grants; in 2018, 49 percent of our \$1.7 million did. While we continue to invest in generating operating revenue, our donors and sponsors are key to our ability to experiment and try new things. We appreciate your financial support as we accelerate world-changing ideas, from Iowa.



**DONATE ONLINE:** [newbo.co/donate](https://newbo.co/donate)  
**SET UP A TOUR:** Kaitlin Byers, [kaitlin@newbo.co](mailto:kaitlin@newbo.co)



## A BIG THANKS TO OUR NETWORK OF GENEROUS SUPPORTERS:

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**With your help, we can ensure that Iowa is known, around the world, for making big things happen. Consider making a donation today that will allow us to invest in the ideas of tomorrow.**

Visit [newbo.co/donate](https://newbo.co/donate) or contact Kaitlin Byers at [kaitlin@newbo.co](mailto:kaitlin@newbo.co) for more details.

