





BETA tech.mn



TWIN CITIES
STARTUP WEEK

2022 IN REVIEW

42

sponsors

28

cohort
startups

1,831

founders
served

25

events
hosted

4,841

event
attendees

4.4m

media
impressions

460

job seekers
connected to our
sponsors + startups

156

articles
published

98

volunteers

40,644

community
members

\$17,023,000

venture dollars
accessed by founders

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To our community,

One year ago, I was introduced to Minnesota's tech and startup community and charged with a singular mission: to keep founders at the center of all we do. What I was met with - as we considered what our next chapter should deliver - revealed a startup culture that cares deeply about quality and builds relentlessly by any means necessary.

Our startup ecosystem runs on grit and tenacity that is constantly being refined into products that are shaping the way we communicate, relate to each other, save time and operate our daily lives.

It's no wonder that innovation is alive and well in Minnesota, evidenced by our wealth of Fortune 500 headquarters, accelerator programs per capita, government programs for equity and business sustainability and individuals who dedicate their time, talent and treasure to seeing founders succeed. Minnesotans understand we go further together.

Looking back on the challenges of this decade - emerging together from a pandemic, grappling with a long overdue racial reckoning, facing economic downturn - the cracks in our own innovative society were on full display for the world to see. As our first year back at live events came to a close, I couldn't be more proud of the way Minnesota's startup ecosystem rose to the challenge to build and celebrate the community that could exist - one that is equitable, intentional and inclusive.

Walking into the rooms I did in my first year in leadership of this organization, I often asked myself who wasn't present but needed to be. Then, together with a small but mighty team of changemakers, we observed, launched, iterated, partnered and developed an invitation to new corners of the state and new communities where innovation is ripe to emerge.

When we welcome our community to the table in 2023, know that it's been set specifically for you. You were in mind as we defined how we would launch into our next 10 years as a culture of people who can't help but challenge the status quo.

I couldn't be more inspired by the things I've witnessed or more honored about who we get to build with. I hope you'll pull up a seat, roll up your sleeves and take your place in shaping the future of Minnesota's startup culture together with us.



Shelisa Demuth
Executive Director

Meet the Team



Shelisa Demuth
Executive Director



Alexander Skjong
Managing Editor



Cornel Beard
Creative Director



Cihan Behlivan
Entrepreneur in Residence



Alexis Pricco
Programs Manager



Benjamin Van Sistine
Versus Experiential



Dylan Dierking
Integrations Specialist



Summer Demos
Development Coordinator



Tiffany Singroy
Development Coordinator

Board of Directors



Allison Barmann
Genesys Works, chair



Sanjeev Shah
BMO Harris, treasurer



Michael Arulfo
Optum, secretary



Ryan Broshar
Matchstick Ventures



Reed Robinson
Groove Capital



Nels Pederson
Oyster



Clarence Bethea
Upsie



Shonnah Hughes
Salesforce



Kevin McArdle
Big Band Software



Eva Rasmussen
Northeast Bank



Michael Gietl
JP Morgan Chase

BETA

tech.mn



**TWIN CITIES
STARTUP WEEK**

BETA



BETA is Minnesota's founders-first, keystone accelerator for early stage technology startups. The free, non-dilutive program engages 30+ Minnesota-based companies each year to provide the curriculum, resources and relationships needed to grow and scale.

BETA

COHORT

BETA Cohort is a FREE, non-dilutive accelerator program that puts founders front and center to Minnesota's technology and innovation community. Two cohorts are assembled per year, one in spring and one in fall, each comprised of 14+ Minnesota-based technology startups. Together, founders embark on four months of expert-led curriculum, events and workshops to develop from MVP to scale.

SHOWCASE

BETA Showcase is the twice-annual cornerstone event that connects founders with the community. Occurring once in Spring and once in Fall, BETA Cohort founders display their company to up to 500+ attendees from the startup ecosystem to gain feedback, find early users, meet investors and receive media spotlight.

BACKERS

BETA Backers is a quarterly program connecting Minnesota's startup founders with national funding relationships. Founders are selected based on investment readiness and provided training before being matched with interested investors for virtual meetings. Program includes application process, pitch platform access, investor match, training workshop and live mixer event.

BRIDGE

BETA Bridge is a quarterly event that builds relationships between founders and leading Fortune 500 companies in Minnesota. By connecting ecosystem partners at a roundtable breakfast, founders have an opportunity to meet experts in the same industry and form new partnerships. Bridge ensures founders are well supported and that issues facing each industry are solved from within our state.

BUILDERS **COMING SOON**

BETA Builders is a workshop event that connects founders with high-growth marketing strategies to help them scale a resonant message when finding product-market fit. Top marketing companies and growth experts meet founders to gain an edge on building brand awareness and developing a winning media strategy.

tech.mn



Acquired in September 2021, tech.mn is Minnesota's leading source for technology and innovation news. The website content includes valuable information on startup activity, accelerators, lists and guides to aide in navigating our innovation ecosystem.

PROGRAMS

tech.mn

NEWS

Minnesota's leader in technology and innovation news, tech.mn is an online media outlet that delivers stories from the state's innovation ecosystem to build momentum for the people behind companies that are moving Minnesota to the top.

PODCAST

A podcast for tech and startup in Minnesota. From bleeding-edge devices to the big dreams, successes, and – yes – failures of founders, tech.mn is here to tell the stories of the individuals that make up the Minnesota tech and startup community.

JOB BOARD

Matching top tech talent with leading Minnesota companies, the tech.mn Job Board provides a platform for employers to display openings to an audience of Minnesota's wealth of technologists and connected tech enthusiasts.

CONTRIBUTOR NETWORK

Launched in December 2022, the tech.mn Contributor Network shares the viewpoints of a diverse lineup of thought leaders, technologists, and founders as champions of our community. Contributors drive discussion about founder experiences, challenge preconceived notions of Minnesota startup, and serve the community through educational resources.

NEWSWIRE SERVICE **COMING SOON**

Putting tech news distribution into the hands of our capable community, the tech.mn news wire service delivers timely announcements to the public and our regional network of media outlets.

EQUITY INITIATIVE **COMING SOON**

As a news organization, we recognize how important it is to check our lens to ensure the tech community continues to expand, innovate and drive culture forward through the stories we tell. As stewards of this culture, we're gathering with other business and startup publishers in the region to address issues of diversity, equity and inclusion in an effort to invite more exposure and drive opportunity for underrepresented founders.



Twin Cities Startup Week (TCSW) is a weeklong, immersive festival featuring thought leaders from Minnesota and beyond. Through 200+ events covering all facets of business – from tech to creative and culture – the event connects innovators, developers, corporate leaders, and the startup curious. TCSW is the place to explore Minnesota innovation, celebrate startups in our ecosystem, and be inspired to start your own endeavor.

SAVE THE DATE SEPTEMBER 15TH - 21ST, 2023



OPENING PARTY (FOUNDERS FIRST FRIDAY)

Endearingly named Founders First Friday, we kickoff Twin Cities Startup Week with a celebration of founders who have graduated from any of Minnesota's accelerator programs in 2023. The opening party spotlights startup innovation, introduces key leaders and applauds the organizations that support our ecosystem. A night full of food, drink and special guests make it a high-energy toast to the Twin Cities.

FLY-IN PROGRAM

Each year, top tech talent is invited to fly-in rather than fly-over to experience our rich tech and startup community during Twin Cities Startup Week. The free program is open to founders, investors and job seekers who are considering relocating to the Twin Cities and provides a reimbursement toward the cost of travel. Participants are matched with local companies and special events are hosted throughout the week to introduce visitors to the vibrant communities of Minneapolis and Saint Paul.

MINNESOTA STARTUP AWARDS

An annual awards ceremony that brings together startups from all sectors and stages in Minnesota. The awards are a celebration of Minnesota innovation - the people building it, supporting it, funding it, and reporting on it. Winners are nominated by the public, finalists are selected by an awards committee and the winners are voted on by the public. A perfect way to end the week.

TCSW CLOSING PARTY

The Twin Cities Startup Week Closing Party brings the whole community back to one place for a final farewell to the week's activities. Speakers, event hosts, community leaders, founders, investors, and the startup-curious join for an evening of music, food, drinks and dancing to celebrate together.

Events Calendar

[SUBSCRIBE](#)

Feb. 2nd	BETA State of the State
Feb. 22nd	Fall 2022 Cohort Graduation
Apr. 12th	BETA Spring Showcase
Jun. 7th	Spring Cohort Graduation
Sept. 15th - Sept. 21st	Twin Cities Startup Week (TCSW)
Sept. 15th	Opening Party (Founders First Friday)
Sept. 20th	BETA Fall Showcase
Sept. 21st	Minnesota Startup Awards
Sept. 21st	Closing Party
Dec. 6th	Fall Cohort Graduation
Dec. 12th	BETA Holiday Party

Programs Calendar

[SUBSCRIBE](#)

Feb. 8th - Mar. 29th	BETA Backers Q1
Mar. 23rd	BETA Bridge Q1
Mar. 15th - Jun. 7th	Spring 2023 Cohort (Healthcare Tech)
May 3rd - Jun 21st	BETA Backers Q2
May 18th	BETA Bridge Q2
Jul. 13th	BETA Bridge Q3
Jul. 19th - Sept. 6th	BETA Backers Q3
Aug. 16th - Dec. 6th	Fall 2023 Cohort (FinTech)
Sept. 15th - Sept. 21st	TCSW Fly-In Program
Oct. 4th - Nov. 29th	BETA Backers Q4
Nov. 16th	BETA Bridge Q4

2023 Engagement Levels

BRAND EXPOSURE	STRATEGIC	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Program Naming Rights	X					
Presenting Sponsor for 2023 (“presented by”)	X	X				
Press Release Announcing Partnership	X	X				
Mention in Media Interviews	X	X				
tech.mn Podcast Ad	X	X	X			
tech.mn Ads Placement	X	X	X	X		
2023 Tech Talent Database Access	X	X	X	X	X	
tech.mn Job Board Listings	X	X	X	X	X	X
tech.mn Sponsored Article	X	X	X	X	X	X
Marketing Email Feature	X	X	X	X	X	X
Featured Social Media Post	X	X	X	X	X	X
Reserved Event Tickets	X	X	X	X	X	X

2023

Strategic Partner

starts at \$50k+

As a Strategic Partner, you are passionate about nurturing the next generation of business leaders in Minnesota, and ensuring the next great innovation happens here in our own backyard. BETA drives economic development in Minnesota by engaging entrepreneurs, corporate innovators, nonprofits, and community partners to champion its innovation ecosystem.

Your organization will power an entire year of a program you select, ensuring that all events and programs are high quality, educational, inspiring and help to foster connections and accelerate founder success throughout the Minnesota startup ecosystem.

BENEFITS INCLUDE

1st

logo
placement tier

3

month tech.mn
digital ad run

3

tech.mn
Sponsored
Articles

48

tech.mn job
board listings

3

podcast ads

20

tickets
per event

AVAILABLE PROGRAMS (CHOOSE ONE)

BETA Cohort Spring

BETA Cohort Fall

BETA Showcase (Spring + Fall)

tech.mn Newswire Service

tech.mn Equity Initiative

tech.mn Contributor Network

2023

Presenting Partner

starts at \$25k+

Minnesota is home to hundreds of inventors, innovators, and entrepreneurs. Our events and programs provide an opportunity to bring them all together to celebrate Minnesota innovation. As a Presenting Partner, your brand will be front and center as an integral supporter of the program you choose to deliver to the community with us.

Your organization will power an entire year of a program you select, ensuring that all events and programs are high quality, educational, inspiring and help to foster connections and accelerate founder success throughout the Minnesota startup ecosystem.

BENEFITS INCLUDE

2nd

logo
placement tier

2

month tech.mn
digital ads run

2

tech.mn
sponsored
articles

36

tech.mn job
board listings

2

podcast ads

16

tickets
per event

AVAILABLE PROGRAMS (CHOOSE ONE)

BETA Backers

BETA Bridge

BETA Builders

TCSW Minnesota Startup Awards

TCSW Fly-In Program

tech.mn Podcast

2023

Platinum Sponsor

starts at \$20k+

Minnesota is home to hundreds of inventors, innovators, and entrepreneurs. Our events and programs provide an opportunity to bring them all together to celebrate Minnesota innovation. As a Platinum Sponsor, your brand will be front and center as an integral supporter of the program you choose to deliver to the community with us.

Your organization will power our brands for an entire year, ensuring that all events and programs are high quality, educational, inspiring and help to foster connections and accelerate founder success throughout the Minnesota startup ecosystem.

BENEFITS INCLUDE

2nd

logo
placement tier

1

month tech.mn
digital ad run

1

tech.mn
sponsored
articles

28

tech.mn job
board listings

1

podcast ads

12

tickets
per event

AVAILABLE PROGRAMS (CHOOSE ONE)

TCSW Opening Party

TCSW Closing Party

TCSW Main Stage Track (5 available)

TCSW Community Lounge

2023

Gold Sponsor

starts at \$10k+

Minnesota is home to hundreds of inventors, innovators, and entrepreneurs. Our events and programs provide an opportunity to bring them all together to celebrate Minnesota innovation. As a Gold Sponsor, your brand will be front and center as an integral supporter of the program you choose to deliver to the community with us.

Your organization will power our brands for an entire year, ensuring that all events and programs are high quality, educational, inspiring and help to foster connections and accelerate founder success throughout the Minnesota startup ecosystem.

BENEFITS INCLUDE

3rd

logo
placement tier

16

tech.mn job
board listings

1

tech.mn
sponsored
articles

8

tickets
per event

2023

Silver Sponsor

starts at \$6k+

Minnesota is home to hundreds of inventors, innovators, and entrepreneurs. Our events and programs provide an opportunity to bring them all together to celebrate Minnesota innovation. As a Silver Sponsor, your brand will be front and center as an integral supporter of the program you choose to deliver to the community with us.

Your organization will power our brands for an entire year, ensuring that all events and programs are high quality, educational, inspiring and help to foster connections and accelerate founder success throughout the Minnesota startup ecosystem.

BENEFITS INCLUDE

3rd

logo
placement tier

8

tech.mn job
board listings

1

tech.mn
sponsored
articles

4

tickets
per event

2023

Bronze Sponsor

starts at \$2k+

Minnesota is home to hundreds of inventors, innovators, and entrepreneurs. Our events and programs provide an opportunity to bring them all together to celebrate Minnesota innovation. As a celebrated sponsor, your brand will be front and center as an integral supporter of the programs we deliver to the community together.

Your organization will power our brands for an entire year, ensuring that all events and programs are high quality, educational, inspiring and help to foster connections and accelerate founder success throughout the Minnesota startup ecosystem.

BENEFITS INCLUDE

4th

logo
placement tier

4

tech.mn Job
Board listings

1

tech.mn
sponsored
articles

2

tickets
per event

Ready to connect on 2023?

CONFIRM NOW

OR

VOLUNTEER

STILL HAVE QUESTIONS?

MEET WITH OUR PARTNERSHIPS TEAM
BY RESERVING TIME [HERE](#).

The Beta Group (BETA) is a Minneapolis-based 501c3 nonprofit organization that supports the Minnesota startup ecosystem through a media publication (tech.mn), a tech week (Twin Cities Startup Week) and the state's largest accelerator for early stage technology startups (BETA).

BETA's mission is to accelerate the success of Minnesota's startup founders and to ensure the innovation developing in our state is visible and supported.

Thank you for making it possible!

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