

BETA

HIGHLIGHTS FROM 2021

2021 was a big year for BETA.

As we continued to navigate the challenges of the global pandemic by adapting our programming to the current climate, we kicked off the year with a virtual State of the State featuring insight from local leaders and founders on the challenges of the previous year and how we can all continue making the Minnesota innovation space welcoming to all entrepreneurs.

Because of the ongoing pandemic, the Spring 2021 BETA Cohort was once again fully-virtual, allowing the program to welcome companies from Greater Minnesota. With an emphasis on digital networking and workshops (including another virtual Showcase), the program embraced the virtual setting, successfully broadening its reach and increasing its accessibility.

Thankfully, the fall brought a renewed opportunity for in-person programming, paving the way for our first-ever hybrid program with the Fall 2021 BETA Cohort. We're thrilled to see the latest group of Minnesota companies grow and learn as they make their way through the Cohort's curriculum.

Over the summer, tech.mn officially joined the BETA family as we acquired the media outlet from SureSwift Capital. We are excited to explore the new opportunities the new brand gives us and are actively exploring ways to leverage the website's reach in order to shine a bigger spotlight on Minnesota's founders.



From the acquisition, Kevin McArdle joined the BETA Board and, staying true to our commitment of including diverse voices in the organization, Shonnah Hughes also became a board member (now eight individuals strong). With the ongoing expansion of perspectives to BETA, we hope to see even more growth from our illustrious family of alumni companies. To date, BETA alumni have raised \$615.7 M, and have hired 2,223 employees!

Twin Cities Startup Week made its triumphant return in full hybrid form, allowing for invaluable in-person connections with easily accessible online programming. A full week of entrepreneurial insight from thought leaders and founders was joined by a new addition — arts and culture events that highlighted the vibrancy of the Twin Cities.

We're proud to say our 2021 themes of determination and reconnection provided the necessary focus to make this year a success. Thank you to all of our wonderful supporters that help BETA continue to make an impact. We're very proud to be a part of this community.

But enough of the rearview mirror — here's to 2022 and beyond!

Company Vitals

	2019	2021
 Number of employees	1204	2223
 Funds raised	\$358 M	\$615.7 M
 Monthly recurring revenue	\$7 M	\$16.9 M
 Number of startups	152	206

"BETA has been great for both me as a founder and my company Black Tech Talent. Not only did I get to learn a lot, grow my network and receive great press but unlike other accelerators my team was able to also participate. I believe it made us stronger as a unit and made them feel included."

- MIKE JACKSON | FOUNDER, BLACK TECH TALENT | Spring 2021 Cohort

COHORT

2 Cohorts

28 startups

69 formal training sessions

SHOWCASE

2 Showcase Events

1200 attendees

43 participating startups

BRIDGE

4 Bridge Roundtables

Industries

- FinTech - Food & Agriculture
- EdTech - Retail

12 participating startups

12 participating corporations

BACKERS

2 Backers Events

46 investors involved

43 participating startups

149 meetings

PRESS

416 articles mentioning BETA alumni

2021 BETA ALUMNI HIGHLIGHTS



Upsie

Upsie secures \$18.2 Million in Series A Round



TurnSignl

TurnSignl launched in Georgia and announced partnership with iHeartRadio



sezzle

Sezzle ranks third among the top ten financial services in the U.S. by YouGov



Dispatch

Dispatch landed No. 6 on Forbes' list of the Best Startup Employers

SPONSORS

The growth experienced in 2021 could not have been possible without the generous support of these sponsors.



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"BETA Showcase was excellence personified. From the pre-showcase meeting, to the instructions and booth setup, everything was turnkey. Plus the attendance was great and the quality of connections was phenomenal."

- Fall 2021 Showcasing Startup

"It was an amazing experience to meet other founders, network with investors, and get to know more about the startup ecosystem in MN."

- Fall 2021 Showcase Attendee

"It motivated me to pull together and refine my pitch, which was an incredibly useful exercise. This also led to quality conversations with investors that will lead to more detailed investment conversations."

- Fall 2021 Backers Participant

"Really enjoyed the opportunity to have candid conversation with corporates that are usually on the opposite side of the table from us. Thanks!"

- Food & Ag Roundtable 2021 Participant

"I honestly enjoyed [the BETA Cohort] experience beyond words and would recommend it to anyone."

- Spring 2021 Cohort Participant

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