

Recap 2021

After much too long, we were able to reconnect with the community for a wonderful week at Twin Cities Startup Week 2021. From the first arts and culture track with a Minnesota Music Fest, to interactive workshops across the Twin Cities, to virtual sessions every day, this year had something for everyone with the hybrid model.

Making sure the innovation community in Minnesota is representative and inclusive was also top of mind at TCSW 2021 — almost 90% of panels included women, over 70% of panels included a member of the BIPOC community, and our attendee demographics more closely matched those of the Twin Cities metro area than ever before.

We're excited to share this data with you that encompasses this year's experience made possible by our partners, speakers, volunteers, core team and the community. Thanks to everyone who was a part of TCSW 2021!

Special thanks to our strategic partners



16,900+

REGISTERED ATTENDEES

204

SESSIONS

60% first time attendees



461

speakers



21

fly-ins

56 or **88%**

panels featuring
female thought leaders



46 or **72%**

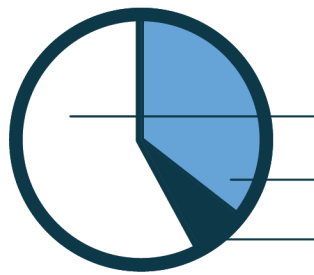
panels featuring
people of color



"This was my first time attending a TCSW event IN PERSON, and it was uplifting to be in the same room with so many people I've communicated with online for months/years."



Audience Breakdown

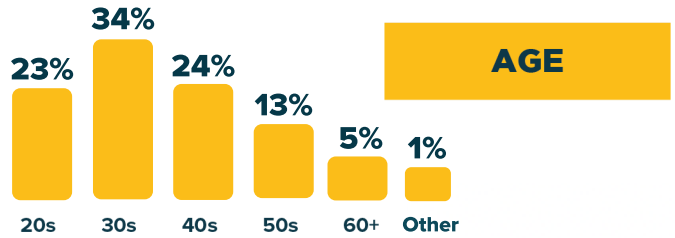


GENDER

58% male
41% female
1% gender variant / non conforming, transgender

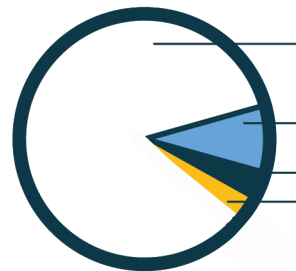
ETHNICITY

Black or African American **11%**
 Asian / Pacific Islander **11%**
 Hispanic/Latino/Latina/Latinx **3%**
 White, Anglo or European American **70%**
 Multiple ethnicities **5%**



AGE

HOME



83% Minneapolis-St. Paul Metro Area
10% Outside of Minnesota
4% Greater Minnesota
3% Outside of the US

ATTENDANCE

Virtual **23%**
 In-person **46%**
 Hybrid **32%**

Media Impressions

20 MILLION

17,232,045 Digital Readership
2,767,955 Print Readership



"I met a bunch of great people. It was energizing to see how much innovation there is in the Twin Cities."



"I was part of the fly-in program in 2019 and moved to MN so it's safe to say that TCSW very literally changed my life! This year, I was looking forward to making new connections, friends, and maybe exploring job opportunities."



"Great event, met a lot of Founders and people in the startup community. Excited to jump in head first to also gain more exposure for my endeavor."



NET PROMOTER SCORE **56**

