2020 IMPACT REPORT
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter</td>
<td>1</td>
</tr>
<tr>
<td>About</td>
<td>2</td>
</tr>
<tr>
<td>Programs &amp; Reach</td>
<td>3</td>
</tr>
<tr>
<td>2020 By the Numbers</td>
<td>4</td>
</tr>
<tr>
<td>San Diego Startup Month</td>
<td>5</td>
</tr>
<tr>
<td>San Diego Startup Month Experience</td>
<td>6</td>
</tr>
<tr>
<td>Startup Month Incubator</td>
<td>7</td>
</tr>
<tr>
<td>Inventors and Investors Pitch Competition</td>
<td>8</td>
</tr>
<tr>
<td>Powered By</td>
<td>9</td>
</tr>
<tr>
<td>Sponsors</td>
<td>10</td>
</tr>
</tbody>
</table>
Startup San Diego received 501(c)3 nonprofit status in 2016, growing and formalizing operations to increase impact year over year. We’ve come quite a long way! I joined as the first female and Latinx Executive Director in December of 2019.

In 2020, our foremost focus was on transition and stabilization of the internal team and organization. However, with the onset of the global pandemic, the year also brought a major pivot as the organization sought to serve our community virtually, continuing to bring people together despite COVID-19.

Startup San Diego is community-driven by entrepreneurs, for entrepreneurs and runs nearly exclusively by volunteers. Last year provided the organization with significant challenges, but together we were able to accomplish some significant milestones.

2020 has taught us the importance of togetherness and community. We are grateful for our community of founders, partners, and advocates who joined us in ensuring the resilience of our ecosystem. While there may be many unknowns as we enter the New Year, we will continue to pivot and respond as a community. We will further connect, educate, and inspire founders and local talent to grow an equitable San Diego startup ecosystem and entrepreneurial community!

I invite you to join us as we invest in cultivating the next San Diego unicorns and the workforce that will fuel their growth.

With gratitude,

Alexa-Rae Navarro
ABOUT

Who are we?
Startup San Diego is a 501c3 non-profit that serves as the gateway to the San Diego startup ecosystem. We upskill, guide, and connect our local tech community to the right ecosystem resources, networks, and support institutions to foster a cohesive and collaborative community.

Vision
We envision San Diego as a thriving and inclusive global hub of innovation producing and building meaningful and high-growth companies.

Mission
To connect, educate, and inspire founders and local talent to grow an equitable San Diego startup ecosystem and entrepreneurial community.

CONNECT

EDUCATE

INSPIRE

GROW

By Community - For Community
We produce conferences, events, programs, & engagement to propel the startup ecosystem toward unparalleled growth!
In 2020, Startup San Diego produced the following conferences, events, programs, and engagement.

<table>
<thead>
<tr>
<th>Programs &amp; Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>San Diego Startup Month</strong></td>
</tr>
<tr>
<td><strong>The Startup Series</strong></td>
</tr>
<tr>
<td><strong>1st Mondays</strong></td>
</tr>
<tr>
<td><strong>3rd Mondays</strong></td>
</tr>
<tr>
<td><strong>Regional Startup Coalition</strong></td>
</tr>
</tbody>
</table>

### 2020 Programs

**San Diego Startup Month**: Annual conference celebrating & convening the San Diego startup community.

**The Startup Series**: A Series of community events, hands-on training workshops, and skills-building that focus on the tactical and interpersonal skills necessary to build sustainable businesses.

**1st Mondays**: Monthly networking for the San Diego tech and innovation scene.

**3rd Mondays**: Monthly talent incubator events featuring local recruiter panelists, resume review, and mock interviews.

**Regional Startup Coalition**: A collaborative including the core ecosystem support institutions to grow the regional economy.

### Our Community

- **20,790+** Social media Reach
- **17,000+** Unique community members
- **2,500+** Slack community
- **43%** Female
2020 BY THE NUMBERS

Startup San Diego collective impact from events, programs, and experiences:

- Hosted discussions of strategies and resources to grow and launch with more than 2,000 entrepreneurs over 13 events and 1 signature conference.
- Launched a 5-part, early-stage workshop series in collaboration with the Downtown San Diego Partnership and Mission Edge.
- Supported displaced San Diegans in tech to connect with local job opportunities through a local job board.
- Convened the San Diego Startup Coalition with 25+ ecosystem support organizations to remove barriers for San Diego founders.
- Launched an Entrepreneur-in-Residence Program, bringing on six founders to lead the organization, who dedicated 1200+ volunteer hours.
- Grew our staff with part-time marketing and design support.
- Launched our first-ever Giving Tuesday individual donor campaign.
- We pivoted San Diego Startup Week to produce the ecosystem’s first-ever completely virtual Startup Month.
- Incubated 10 amazing San Diego startups, 30% female & 60% founders of color, some of which launched during the pandemic, providing education, networking, and resources to build strong foundations.
- Compiled the organization’s first-ever Impact Report!

“...It is so exciting to see what the collection of volunteers have made of Startup San Diego...it has expanded to help accelerate the rate of innovation and provide a mentorship network to support entrepreneurs in reaching their success.”

Eric Otterson
Startup San Diego Board Member
SAN DIEGO STARTUP MONTH

A Month-Long, Digital Experience

Like many organizations, COVID-19 made us pivot hard. We were set to break record numbers with attendance for San Diego Startup Week. We had speakers out the wazoo, and we’re ready for an awesome event. Rather than cancel our event due to the pandemic, we pivoted to a month-long, digital experience that could be enjoyed from the comforts of home. Same speakers, same community, and everything else we love about Startup Week... except the week.

San Diego Startup Month Stats

- 1000+ Registrants
- 160+ Speakers
- 80+ Sessions
- 8 Countries Represented

Headliners

Alex Howland, Co-Founder & President, VirBELA
Barry Givens, Managing Director, Cox Enterprises Social Impact Accelerator Powered by Techstars
Brian Shubsda, SVP, Emerging Technology & Innovation at Naval Special Warfare
Christina Bibler, Economic Development Director, City of San Diego
Duane Cameron, Vice President, Cox Business
Ellen Chang, San Diego Defense Tech Investor and Naval Portfolio Director for BMNT
Ian Hathaway, Co-Author, The Startup Community Way
James Cross, Director of Franklin Templeton Blackhorse Fund and Founder of Silicon Valley Defense Group
Lolita Taub, Co-Founder & GP, The Community Fund
Rich Julien, AWS Public Sector Venture & Startups
Ryan Kuder, Managing Director, Techstars Anywhere
Scot Chisholm, CEO & Co-Founder, Classy
Zeb Evans, Founder & CEO, ClickUp

“Startup Month served as the community platform to continue to bring together entrepreneurs, investors, mentors, executives, and talent to connect, educate, and inspire the San Diego innovation ecosystem despite COVID-19.”

Neal Bloom
Startup San Diego Chairperson
THE STARTUP MONTH EXPERIENCE

8 Functions Based Content Tracks (Customer, Data, Developer, Designer, Founder, Marketing, People, Sales) & Unique Immersive Experiences

Kick-off & Closing Events & Parties
We hosted immersive and interactive experiences at the beginning and end of the month. The kick-off was themed around the importance of community building and what the future holds for remote work. During the final program, we discussed the strength of our region, its rising stars, and areas of opportunities, specifically in the arena of defense and AI. Using the virtual platform, VirBELA, we hosted LIVE Startup Fairs & Partner Expos, group trivia, a beach party complete with fireworks, and a Halloween extravaganza.

Talent Incubator Day
Our Talent Incubator Day presented by PetDesk, featured mock interviews, professional mentorship, resume review, and real-time live LinkedIn Teardowns. Representatives from local hiring San Diego startups provided networking resources to support those on a job-seeking journey. We provided this immersive experience in Startup San Diego's private virtual office space in the VirBELA world.

Pitch Feedback Sessions
Part of our Founder Track presented by LogicBoost Labs, we hosted weekly founder pitch feedback sessions to inspire and teach. Attendees could watch real-time pitches from San Diego startups with feedback from a panel of judges, helping new entrepreneurs see what makes a great pitch, how to improve investor pitches, and network with startup founders and investors.

Cox-tail Speed Networking
Presented by Cox Business! We channeled the magic and the serendipity of personal connections typically experienced during in-person Startup Weeks through featured virtual speed networking during every content session. The event platform allowed for attendees to engage in 5-minute, one-on-one video chats with fellow attendees and session speakers.
The San Diego Startup Incubator program enabled BizSecure to connect with many amazing people who guided our team through the startup process. Our mentors and fellow incubees saved us from taking wrong turns and minimized some of the common growing pains associated with building a startup.

We partnered with Techstars to launch the inaugural Incubator Program. During the 2020 pivot to virtual, Startup San Diego wanted to give tangible support to entrepreneurs who had the courage to start a business during a global pandemic. We partnered with Techstars to launch the Inaugural Incubator class.

Through a no-cost, no equity program with expert training, mentorship, and community, we served ten awesome startups for four weeks. The first class of entrepreneurs received hands-on mentorship from industry veterans and guidance to drive connections, exposure, and warm landings to ecosystem partners, accelerators, and investment opportunities. The Incubator culminated with a demo day, with each founder pitching their ventures in front of a live virtual audience.

“StartUp San Diego has accelerated the networking, partnerships and has brought us customers.”

“"The San Diego Startup Incubator program enabled BizSecure to connect with many amazing people who guided our team through the startup process. Our mentors and fellow incubees saved us from taking wrong turns and minimized some of the common growing pains associated with building a startup.”

---

**StartUp Founders**

- Rafael Platas, Expacious
- Susan Kaplan, Packagerz Inc
- Jorge Solis, Investart
- Marni Melrose, EntireTask
- Matt Sherman, LSAT Lab
- Talena Handley, Girlie Garage
- Steven Moyo, Welfie
- Anayo Nworjih, Cook Casa
- Ashtoush Dutt, ChargeNet
- Alfonso Arana, BizSecure INC.

**Commanders**

- Andy Ballester, Co-Founder, GoFundMe
- Beck Bamberger, Tech PR CEO, BAM Communications
- Taylor Cavanah, CEO, Petdesk
- Brant Cooper, Author/Speaker, *The Lean Entrepreneur*
- Ryan Kuder, Managing Director, Techstars
- Eric Otterson, Managing Director, Silicon Valley Bank
- Wil Reynolds, Founder, Seer Interactive
- Magdaline Small, Head of Partnerships, Hubspot for Startups
- Josh Sturgeon, Co-Founder, EmberTribe
San Diego Startup Month served as a platform to power the community through the pandemic. The pitch competition was organized in collaboration with Tech Coast Angels - San Diego (TCA), CONNECT, the San Diego Innovation Council (SDIC), and Startup San Diego to celebrate the startup spirit and resilience during challenging economic times.

Each organization typically hosts its own fall startup event: The Annual Innovation Showcase (San Diego Innovation Council) and Quick Pitch (TCA and Connect). Instead of postponing the events, all organizations joined forces to provide the community with a new landmark event as part of Startup Month to celebrate San Diego, showcase innovative science-based startups to angel investors and VCs, and highlight the important role of research discoveries made by our San Diego academic institutions.

**Competition:** 10 companies were selected as finalists from a pool of startups curated by the SDIC. Each finalist was assigned TCA coaches to help refine their elevator pitches, which they presented before an investor judges panel at the culminating event during Startup Month.

**Prize:** The 1st place winner selected by the judging panel received an automatic slot to pitch at one of TCA’s screening meetings in consideration for TCA funding. TCA invested over $12M into startups in 2019.

**Judges**

Victoria Lakers, Partner, The Lancer Group

Andy White, Startup Operations, Keshif Ventures, LLC

Thomas Kluz, Senior Investment Manager, Qualcomm Ventures

Mike Pellini, Managing Partner, Section 32

Kristen Leute, Partner, OSAGE University Partners

Denise Longley, Managing Partner, Longley Capital

**Top 10 Companies**

1. Tag-N-Trac Inc.
2. ChargeNet
3. Toragen, Inc.
4. Aero Therapeutics
5. Softsonics
6. Phyteau
7. Moein Health
8. Styx Biotechnologies
9. Candelytics
10. Novoron Bioscience

“…We are excited to partner to design an event that celebrates resiliency and ingenuity during these very uncertain times. We hope that by leveraging the SSD Startup Month platform, it will bring a global focus on the participating companies and organizations.”

Caitlin Wege

Startup San Diego Board member

Ruben Flores, President

Tari Suprapto, Senior Advisor

Ashok Kamal, Executive Director

Caitlin Wege, President

Mike Krenn, CEO
Startup San Diego Team

Startup San Diego is powered by a team of dedicated and mission-driven volunteers. In 2020, Startup San Diego launched its Entrepreneur-in-Residence (EIR) Program, selecting five San Diego entrepreneurs for year-long residencies to execute core competencies and drive the organization toward strategic growth. The inaugural EIRs were given the mission of significantly improving and growing the San Diego innovation ecosystem through Startup San Diego programming and community outreach. The cohort has gone above and beyond to serve the community during all of the 2020 uncertainty to ensure unparalleled impact!

2020 Entrepreneurs-in-Residence

- Chris Stanchak, Loveseat
- Kate Raiford, Prenursing Smarter
- Peter DiSalvo, DataCapable
- Dominique McGill, Collection X DNM
- Jonah Peake, Granada Fund

Startup San Diego Staff

- Alexa-Rae Navarro, Executive Director
- Ella Napata, Marketing & Design

2020 Board of Directors

- Neal Bloom, Board Chair
- Javier Islas, Treasurer*
- Phelan Riessen, Secretary
- Martin Bridges, Observer*
- Al Bsharah, Observer
- Taylor Cavanah, Member*
- Felena Hanson, Member*
- Mike Krenn, Member*
- Ryan Kuder, Member*
- Austin Neudecker, Chair Emeritus
- Eric Otterson, Member
- Kurling Robinson, Member*
- Mysty Rusk, Member*
- Lauree Sahba, Member*
- Caitlin Wege, Member*

2021 Officers & New Members

- Ryan Kuder, Board Chair
- Caitlin Wege, Vice Chair
- Javier Islas, Treasurer
- Lauree Sahba, Secretary
- Neal Bloom, Chair Emeritus
- Oralia Alvarez, Member
- Dominique McGill, Member
- Jennifer Patel, Member
- Cathy Pucher, Member
- Carrie Sawyer, Member
- Gregory "J.R." Tolver, Member

(*Indicates 2021 Board)

"Startup San Diego has played a key role in my development as a founder and the success we’ve seen growing PetDesk. The learning, mentorship, connections, support, and friendship I’ve found through this community has been invaluable.

Taylor Cavanah
CEO, PetDesk"
IF YOU ARE INTERESTED IN PARTNERING OR SPONSORING WITH US IN 2021, PLEASE CONTACT OUR EXECUTIVE DIRECTOR, ALEXA-RAE NAVARRO, ALEXARAE@STARTUPSD.ORG