<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LETTER FROM THE EXECUTIVE DIRECTOR</td>
<td>1</td>
</tr>
<tr>
<td>ABOUT</td>
<td>2</td>
</tr>
<tr>
<td>TIMELINE</td>
<td>3</td>
</tr>
<tr>
<td>BY THE NUMBERS</td>
<td>4</td>
</tr>
<tr>
<td>PROGRAMS &amp; EVENTS</td>
<td>5</td>
</tr>
<tr>
<td>1ST MONDAYS</td>
<td>6</td>
</tr>
<tr>
<td>CONVERGENCE</td>
<td>7-11</td>
</tr>
<tr>
<td>SAN DIEGO STARTUP MONTH</td>
<td>12-21</td>
</tr>
<tr>
<td>#GIVINGTUESDAY CAMPAIGN</td>
<td>22</td>
</tr>
<tr>
<td>WHAT'S NEXT FOR 2022</td>
<td>23</td>
</tr>
<tr>
<td>POWERED BY</td>
<td>24</td>
</tr>
<tr>
<td>INVESTORS</td>
<td>25</td>
</tr>
<tr>
<td>COMMUNITY PARTNERS</td>
<td>26</td>
</tr>
</tbody>
</table>
LETTER FROM OUR EXECUTIVE DIRECTOR

2021 marked the second year of the global pandemic and Startup San Diego’s continued commitment to bring the community together to connect, educate, and inspire founders and local talent to grow and equitable San Diego startup ecosystem.

After pivoting to embrace the virtual world, we went into the year determined to produce both of our signature conferences-Convergence & Startup Month, our Mondays events, onboard our second class of Entrepreneurs-in-Residence, run our second annual Incubator Program, launch the Startup SD Startup Awards, and grow our team. Did I also mention explore the concept of hybrid events?

I am proud to share that we were able to accomplish all of the above and it is truly a testament to the leadership of the volunteer team and Board behind Startup San Diego, the support of our investors and donors, critical collaboration with community partners, and of course, the commitment of our San Diego entrepreneurial community. We have collectively built something pretty special here and proven that not even a global pandemic can keep Startup San Diego from serving aspiring founders and talent.

We enter 2022 geared up and ready to provide critical programming and in-person activation to fuel ecosystem growth. Join us!

With gratitude,

Alexa-Rae Navarro
ABOUT

Startup San Diego is a 501c3 non-profit that serves as the gateway to the San Diego startup ecosystem. We connect the Region’s founders, future founders, and aspiring talent who want to build scalable companies with access to trusted network, resources, and inclusive community for support and personal growth.

MISSION

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

VISION

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

VALUES

1. Community over all
2. Give first!
3. Collaborate vs. Compete
Starting as a grassroots movement in 2013, Startup San Diego (SSD) has formalized and grown significantly to serve the community over the course of the last nine years:

2013: First San Diego Startup Week
In coordination with SDVG Venture Summit, 10 meetups were organized simultaneously as the first platform-conference created in San Diego Startup Week (SDSW).

2014: The Track System
2014 SDSW became a multi-track conference and series of social events that included the opening party at Digital Telepathy and the ever-popular Tech Crawl.

2016: Non-profit Incorporation
Startup San Diego became an official 501(c)3 non-profit organization and established its first Board of Directors.

2018: Startup Week Grows Up
After years of a multi-venue conference all over downtown San Diego, SDSW planted its roots at the Civic Center and hired its first full-time Executive Director, Jarrod Russell.

2019: The SD Convention Center
After the Civic Center transitioned into a temporary homeless shelter, SDSW moved and adapted its conference to the San Diego Convention Center. December 2019 SSD hired its second Executive Director, Alexa-Rae Navarro.

2020: The Global Pandemic
In response to the COVID-19 pandemic SSD pivoted SDSW to Startup Month (SDSM) and hosted the first ever completely virtual Conference during the entire month of October.

EIR Program Launch
By entrepreneurs, for entrepreneurs—The Entrepreneur-in-Residence Program is a year-long residency for six local serial entrepreneurs to reside at the epicenter of all things startups in San Diego. As they start or scale their companies, EIRs oversee SSD core programmatic competencies and facilitate strategic growth.

2021: Convergence Returns
After a two-year hiatus, SSD produced the Convergence Conference to cultivate the next generation entrepreneur and tech workforce.

Hybrid SDSM & Inaugural Startup Awards
#SDSM2020 went hybrid bringing back long-awaited in-person activation and launched Inaugural capstone event to recognize and celebrate five community members, leaders, and founders.
Startup San Diego was my entry point into the startup community... I learned so much of the entrepreneurship journey. It helped me start Village Up a regional initiative to increase diversity in the startup ecosystem as well as mentor student founders. Finally, it inevitable led me to found my own startup.

BY THE NUMBERS

Startup San Diego collective Impact from events, programs, and experiences.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Community Members Hosted</td>
<td>1,734</td>
</tr>
<tr>
<td>Entrepreneur Volunteer Hours</td>
<td>1,200+</td>
</tr>
<tr>
<td>Unique Community Members</td>
<td>17,100+</td>
</tr>
<tr>
<td>Digital Reach</td>
<td>100,500+</td>
</tr>
<tr>
<td>Student Entrepreneurs</td>
<td>500+</td>
</tr>
<tr>
<td>Networking Events In-Person &amp; Virtual</td>
<td>11</td>
</tr>
<tr>
<td>Startup Companies Incubated</td>
<td>11</td>
</tr>
<tr>
<td>Diverse Attendee Representation at Signature Conferences</td>
<td>40%</td>
</tr>
</tbody>
</table>

- Hosted **1,734** entrepreneurs, founders, and startup community members across our signature conferences and 1st Monday's.
- **Partnered with four new mission-aligned companies** committed to growing and nourishing San Diego entrepreneurs and innovators including: Trust & Will, Sheild Ai, Groove, & AWS.
- Welcomed a new cohort of **seven Entrepreneurs-in-Residence**.
- Introduced **two part-time interns** to support with programming.
- Produced the **Inaugural Startup Awards** recognizing five community members, leaders, & founders.
- **Incubated 11 local startups** with expert mentorship to accelerate growth and network.
- Produced **three total Pitch Competitions** and for the first time in our history, **awarded $10,000 in prize money!**
- **Launched Philanthropic Investor opportunities** and had our most successful **#GivingTuesday Campaign** raising $3,500+!

---

**Julius Alejandro**

Founder at Village Up San Diego
In 2021 we connected the Region's founders, future founders, and aspiring talent through the following programs, experiences, and conferences.

### 2021 Programs & Events

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>1st Mondays</strong></td>
<td>Networking and community building happy hour events for the San Diego tech and innovation scene. Attendees reflected the entire segment of the entrepreneurial stack. Agendas focused on creating space for meaningful connections and collisions and featuring local founder startup stories.</td>
</tr>
<tr>
<td><strong>Convergence</strong></td>
<td>2021 Convergence featured a week-long agenda to cultivate the next generation entrepreneur and tech workforce. Focused on converging and bridging our local student talent and local startup ecosystem to support talent retention, provide a bridge to high-growth career opportunities, and a path for entrepreneurial growth.</td>
</tr>
<tr>
<td><strong>San Diego Startup Month</strong></td>
<td>#SDSM21 featured a month-long hybrid agenda this past October bringing together entrepreneurs, investors, mentors, executives, and talent to connect, educate, and inspire the San Diego innovation ecosystem across 8 functions-based tracks. We hosted over 900+ community members delivering a pitch competition &amp; tournament, startup fair &amp; expo, Incubator program, and Startup Awards.</td>
</tr>
<tr>
<td><strong>Startup San Diego Incubator</strong></td>
<td>A no cost, no equity 5-week program providing expert training, mentorship and community to help grow and scale 11 startups in collaboration with Techstars Anywhere. Expert mentors from companies like Techstars, Forecastr, and Silicon Valley Bank, to name a few.</td>
</tr>
<tr>
<td><strong>The Startup Awards</strong></td>
<td>Produced a new capstone event during our #SDSM21 conference. Convened local founders, investors, entrepreneurs, and ecosystem champions celebrating San Diego’s unique startup culture and ecosystem recognizing five community members, leaders, and founders.</td>
</tr>
</tbody>
</table>
The 1st Monday of most months, San Diego’s startup community came together virtually to share information, support one another and create long-lasting relationships. Through the use of our virtual platforms like Classy LIVE, participants were able to hear local founder stories and match with other community members through a state-of-the-art speed networking system.

We provided virtual space for folks to connect with other startup enthusiasts, exchange ideas, meet potential investors, learn about what's happening in the ecosystem through real founders, and most importantly grew the community.

**Featured Speakers**
- **Peter DiSalvo**, Co-Founder & CEO, DataCapable
- **Jonathan Cogley**, CEO, LogicBoost Labs
- **Kim Walpole**, Co-Founder & CEO, Trials.ai
- **Tosh Dutt**, CEO & Co-Founder, ChargeNet Stations
- **Jamar Williams**, Founder & CEO, PromoDrone
- **Annie Brown**, Founder, Lips
- **Ty Smith**, Founder & CEO, Commsafe AI

SSD is the front door for all founders (and aspiring founders) in San Diego. It is the critical success factor to making our city, America's Finest City. I love being part of this community and appreciate the hard work from all our amazing volunteers.

**Feleina Hanson**
Founder at Hera Hub
This once-a-year conference connects startup/ttech industry members, students, first-time entrepreneurs, and aspiring job seekers. Convergence included 5-days of opportunities to help attendees launch or grow their startup, connect with a mentor, identify skill gaps, launch or grow their startup, or find their next big idea.

**550+ ATTENDEES**

**870 NEW NETWORKING CONNECTIONS**

**5 PARTNERED LOCAL TECH COMPANIES**

**69 INDUSTRY SPEAKERS**

**80+ DONATED STUDENT TICKETS**

**80+ JOB SEEKERS EXPOSED TO 27 HIRING TECH COMPANIES**

**HEADLINERS**

- Alex Howland, Co-Founder & President, VirBELA
- Chris Carver, Co-Founder & CEO, Lennd & Fondi
- Al Bsharah, Managing Partner, Interlock Capital
- Justin Renfro, Head of Partnerships, Wefunder
- Kurling Robinson, CEO, Fokcus
- Victoria Ashton, VP People Operations, GoSite
- Joe Cheung, Interim Head of Talent, ClickUP
- Misty Mittleman, Head of People, Trust & Will
- Elle Hempen, Co-Founder, The Atlas
- Luke Sophinos, CEO & Founder, CourseKey
- Cody Barbo, CEO & Founder, Trust & Will
- Ben Shapiro, CEO & Co-Founder, TekMage
- Melanie Gordon, CEO & Co-Founder, Evergreen

SSD has made a huge impact on student entrepreneurs in the community colleges. They have offered so many opportunities for students to participate and network that students feel part of the ecosystem.

**JENNIFER PATEL**
Adjunct Faculty at MiraCosta College

**JOB PORTAL, TECH COMPANIES, & GROUP MENTORSHIP**

Thank you to the tech companies that exposed Convergence job seekers to career paths in tech and participated in group mentorship sessions.
1 DAY
The State of San Diego

2 DAY
Find an Opportunity: Talent Incubation Night

3 DAY
Create an Opportunity: Startup Night

4 DAY
Learn From the Best: Workshops & Office Hours

5 DAY
Creating Connections & Collisions - Strengthen your

UNIVERSITY
PARTNERS & INVESTORS

workshop OFFICE HOURS
starting tech for diversities
FT. CHRIS STASZAK
CTO, DOUG LONGBALL
MAY 27TH, 2021
9:00 - 10:00 AM

workshop OFFICE HOURS
building a site
FT. SHENA SCHLICHER/FOUNDER.
MIRACLE MARKETING
MAY 27TH, 2021
12:00 - 1:00 PM

workshop OFFICE HOURS
starting tech for diversities
FT. MERRI PHEANE/FOUNDER.
MIRACLE CONSULTING
MAY 27TH, 2021
12:00 - 1:00 PM

career group mentorship
ENGINEERING
ft. CLICKUP & TRUST WILL
MAY 27TH, 2021
9:00 - 10:00 AM

workshop OFFICE HOURS
diversity
FT. CARRIE SAWYER
CEO, DIVERSITY BY DESIGN
MAY 27TH, 2021
9:00 - 10:00 AM

workshop OFFICE HOURS
team startup
FT. ASHLEY D'LEVA/FOUNDER.
COSM COMPANY
MAY 27TH, 2021
9:00 - 10:00 AM
The Convergence 5-Night Experience:

**NIGHT 1: THE STATE OF SAN DIEGO**
The week kicked off with an overview of the current state of the San Diego Startup ecosystem featuring several panels and a fireside chat.

**Highlights of the night:**
- Fireside Chat - The Future of Tech & Talent in San Diego
- Panel - Disruption the Fundraising Landscape
- Panel - Getting Funded: The 411 on Angel Investment with Tech Coast Angels
- Panel - Beyond Checking the Box: Why Equity, Diversity, & Inclusion is a 2021 Business Priority

**NIGHT 2: FIND AN OPPORTUNITY – TALENT INCUBATION NIGHT!**
Training, workshops and mentorship to help participants take skills to the next level and create a career path tailored to participant interests and skills.

**Highlights of the night:**
- Panel - Landing Your Dream Tech Job
- Recruiter Rooms & Group Mentorship to connect Job seekers with local recruiters
- Talk - LinkedIn Teardowns & Build-ups
- Talk - Joining a Startup with Neal Bloom
- Virtual Networking - "Cox-tail Party"
The agenda focused on demonstrating what it takes to go from an idea to a business and beyond.

**Highlights of the night:**
- Panel - Could My Idea Work?!
- Inter-University Pitch Competition: Founders Tournament
- Panel - Student & Rockstar Founders Real Talk

A packed evening of education and expert-led group support. Topics included: ins and outs of every aspect of building a business from the ground up, listening to inspirational success stories, lessons learned, and how to get involved in a startup.

**Highlights of the night:**
- Workshops - Startup Tech Due Diligence, Branding & SEO - Don't Make These Big-Brand Marketing Mistakes, Diversity, Funding & Sales
- Panel - Startup Stories LIVE: From major challenges to successful pivots--using missteps and falls as learnings on the road to success

An evening focused on building meaningful connections hosted entirely in the virtual reality campus of Virbela. Participants joined as customized virtual avatars in the Virbela virtual world speakeasy venue. The evening was closed out with a dance party and networking.

**Highlights of the night:**
- Intro & Keynote Opening with Alex Howland
- Panel - Cultivating the Next Generation
STARTUP SAN DIEGO

CONVERGENCE

UNIVERSITY PITCH COMPETITION: FOUNDERS TOURNAMENT

Sixteen hand-selected startups from our university partners competed in the toughest inter-college pitch competition! Our all-star judging panel crowned the champ for ultimate bragging rights.

EMCEE & JUDGES

- Emcee: Tosh Dutt, CEO and Co-Founder, ChargeNet Stations
- Bill Cecil, Scouting Director, State Farm Ventures
- Jonathan Cogley, CEO, LogicBoost Labs
- Ryan Kuder, Managing Director, Techstars Anywhere
- Raven O’Neal, Executive Director, Stella Labs
- Alexa-Rae Navarro, Executive Director Startup SD

UNIVERSITY STARTUPS

- Jeweled the Dating App, UCSD, Daniella McDonald
- Klash, MiraCosta College, Ashley London
- Pedestal, Miramar & REC Innovation Lab, Aaron Guyett
- Off Grid Technologies, Inc., Miramar & REC Innovation Lab, Raj Pabari
- Cloud Club Collective, Miramar & REC Innovation Lab, Paula Nicholas
- All Source Events LLC, Miramar & REC Innovation Lab, Billie Quinto
- Sports Recruiting 365, Miramar & REC Innovation Lab, John Gould
- till, SDSU & Zip Launchpad, Till Kuehn
- Viberent, UCSD The Basement, Diana Valdes
- Surfin, UCSD, Adam Lee
- LIMBER Prosthetics & Orthotics Inc, UCSD & IGE, Luca De Vivo
- Pareto Care, UCSD, Thalansh Batra
- Mercury Health, UCSD The Basement, Ji Lee
- Bridge Networking LLC, SDSU, Isaac Javed
- Kai Pono Solutions, SDSU, Navy Mckee
- Elysium Digital Asset Management & Elysium Digital, SDSU, Richard Barrera

THE WINNER

Jeweled The App, Danielle McDonald, CEO & Co-founder

Jeweled is a trans-centric dating app made for trans and trans-attracted users. At Jeweled they focus on personality over physicality.

Startup San Diego did an amazing job hosting their virtual Convergence Inter-University Pitch Competition and Tournament. The students’ pitches were quite remarkable as they presented well-researched and compelling concepts, well-articulated business plans and value propositions, and also displayed a great deal of genuine passion for their startups. I’ve participated as a judge and mentor at many such events. However, this one stood out as being especially well run, particularly given the challenges of a virtual format, and for having so many intriguing ideas and emerging leaders.

EMCEE:

Tosh Dutt, CEO and Co-Founder, ChargeNet Stations

Scouting Director:

Bill Cecil, Scouting Director, State Farm Ventures
In response to the pandemic, 2021 marked the second year we hosted #SDSM2021 vs. San Diego Startup Week. The conference featured a month of hybrid content and experiences that brought together entrepreneurs, investors, mentors, executives, and talent to connect, educate, and inspire the San Diego innovation ecosystem.

**A MONTH-LONG HYBRID EXPERIENCE.**

**1000+ ATTENDEES**

**160+ SPEAKERS**

**80+ SESSIONS**

**2 IN-PERSON EVENTS**

**HEADLINERS**

- Taylor Cavanah, CEO & Founder, PetDesk
- Ryan Kuder, Managing Director, Techstars Anywhere
- Steven Plappert, CEO & Co-Founder, Forecastr
- Breanne Acio, CEO & Founder, Sēkr
- Oren Zaslansky, CEO & Founder, Flock Freight
- Afif Khoury, CEO, SOCi
- Katie Fellenz, Head of Marketing, Trust & Will
- Zeb Evans, CEO & Founder, Clickup
- Ryan Tseng, CEO, Shield AI
- Lauren Rowley, Director of Investor Relations, Stella Angels
- Maria Gonzalez-Blanch, Principal, Crescent Ridge Partners
- Melani Gordon, Program Director, Techstars Anywhere
- Gregg Ward, Executive Director, Center for Respectful Leadership
- Eric Otterson, Managing Director, Silicon Valley Bank
- Anne Konertz, Founder, Seaspray Labs
- Branon Hanono, Chief of Staff, PetDesk

San Diego Startup Month and Startup San Diego intro’d me to companies to invest in, people to hire, service providers to help my business, connected me to mentors, and given me more resources than I can count.

**NEAL BLOOM**

CEO at Rising Tide Partners
### SAN DIEGO STARTUP MONTH

**OCTOBER 2021**

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<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
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<td>WEEK 1</td>
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<td>FOUNDER &amp; PEOPLE</td>
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<td>DATA &amp; CUSTOMER</td>
<td>DESIGN &amp; DEVELOPER</td>
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<td>LIVE HAPPY HOUR &amp; STARTUP FAIR</td>
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<td>WEEK 2</td>
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<td>WELCOME &amp; INCUBATOR OPEN SESSION</td>
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<td>COMMUNITY SHOWCASE</td>
<td>PITCH COMP &amp; TOURNAMENT</td>
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<td>INCUBATOR OPEN SESSION</td>
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<td>WEEK 4</td>
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<td></td>
<td>INCUBATOR OPEN SESSION</td>
<td>CONNECT WEEK TRACK</td>
<td></td>
<td>STARTUP AWARDS &amp; RECEPTION</td>
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</tbody>
</table>

**FEATURED SPEAKERS**

- **Terry Arbaugh**, VP Sales & Marketing, SEACOMP
- **Abe Vizual**, Co-Founder & Chief Creative Officer, Building*
- **Wallace Lynch**, Founder & CEO, WeMake, Corp.
- **Dominique McGill**, CEO & Founder, The HR Bar
- **Hussein Yahfoufi**, CEO & Co-founder, Money Minx
- **Janelle Noble Donovan**, CEO & Co-Founder, ANSHI
- **Walter Scott**, Senior Associate, Pillsbury
- **Hem Suri**, Founder & Managing Partner, Spark Growth Ventures
- **Mike Krenn**, CEO, Connect
- **Alex Waters**, Director of Economic Development, Jacobs Center for Neighborhood Innovation
- **Maritza Johnson**, Executive Director of Center for Digital Civil Society, University of San Diego
- **Chris Shoemaker**, Sr. Talent Advisor, Petco
- **Lexius Waltar**, Software Engineer Apprentice, Creating Coding Careers
Startup Month featured an entire week of content, an incubator program, pitch competitions, in-person events and more.

**EXPERIENCES**

**Startup Content Week**
Attendees were able to participate in 8 hyper-focused functions-based tracks: People, Founder, Data, Dev, Sales, Marketing, Design, & Customer.

**Startup Month Incubator Program**
A no cost, no equity program providing expert training, mentorship, and community to help grow and scale 11 local startups.

**Startup Fair & Partner Expo**
This in-person event featured 150+ attendees and showcased 25+ local startup companies and organizations in San Diego.

**Startup Awards & Reception**
As the closing ceremony for #SDSM we celebrated together & awarded five key SD community individuals, leaders, and companies.

**Lightweight & Heavyweight Pitch Competition**
A total of 24 local founders went head-to-head across both a Lightweight and Heavyweight division to compete for bragging rights, $10,000 in cash prizes from TCA, fellowships, and mentorship sessions with expert entrepreneurs.
After the kick-off of San Diego Startup Month the conference continued the following week with 4-days of hyper-focused tracks from: People, Founder, Data, Dev, Sales, Marketing, Design & Customer tracks.

**TOP SESSIONS**

- New Unicorn Panel ft. Shield AI, Flock Freight, TuSimple, Clickup
- Panel: How the Modern Tech Marketer Stays Ahead in the Changing Digital Environment
- Founders Stories ft. Breanne Acio
- Workshop: How to Get Your First 10 Paying Clients
- Disrupting Conformity ft. Brant Cooper
- How to Leverage a Financial Model to Impress Investors & Close Checks ft. Steven Plappart, Forecastr
- Finding Product Market ft. Salina Brown
- How to Raise Money ft. Ryan Kuder
- Paid Customer Acquisition ft. Josh Sturgeon
- Responsible Data Science Practices in San Diego ft. Data Science Alliance

“I’ve loved learning more about our ecosystem and creating opportunities to incorporate more inclusive and equitable practices!”

CARLIE SAWYER
CEO at Diversity by Design
Our second annual non-equity, no-cost Startup Incubator featured 11 startups, with founders from sports, tech, bio, finance, and HR backgrounds. In collaboration with Techstars Anywhere and Ryan Kuder, startups received expert mentorship from our Commanders and Startup San Diego EIR’s. Throughout the month the cohort participated in critical virtual workshops to incubate their growth. All content was streamed and accessible to the larger community!
In its second year, our incubator program has connected local budding entrepreneurs with critical expert-led mentorship, education, and resources. Here are some recent incubator alumni success stories:

**Meetlete**
Comcast NBCUniversal selected 10 Startups from more than 800 applicants in 44 countries to join them for their SportsTech Accelerator program, SDSM Incubator alumni, Rob Connolly, CEO and co-founder of Meetlete was one of them.

This huge opportunity gives Rob and the Meetlete team access to huge brands, sports experts, athletes, and resources to grow their startup.

**DRESSFRESH**
SDSM Incubator alumni and Founder and CEO of DRESSFRESH, Aram J. Razouki, recently launched their Kickstarter campaign for their first product the NOVO™ Duffel and raised close to $20,000.

**ChargeNet Stations**
Tosh Dutt, Founder & CEO at ChargeNet Stations and SDSM Incubator Alumni, went on to compete and was a finalist in the SD Angel Conference and just recently on Jan 10, 2022 raised a $6M Seed round.

ChargeNet Stations is a cleantech company headquartered in San Diego, CA constructing solar-powered batteries and storage for electric vehicles (EV) at quick-service restaurants.

“I randomly was reached out to by someone who saw all the Startup San Diego companies pitch and decided that ChargeNet was the only one that he was going to reach out to. As it turns out, someone who is investing in ChargeNet. Also, this investor, having been a CFO of a publicly-traded tech company that he took public, has joined us as our CFO.”

Tosh Dutt
CEO at ChargeNet Stations
Startup San Diego has been a huge asset to the SDSU entrepreneurial community. Many of the students and staff at the ZIP Launchpad have greatly benefited from the speakers and networking provided by Startup SD.

CATHY PUCHER
Executive Director at Zahn Zip Launchpad
This year’s Pitch Competition & Tournament was presented by San Diego State University in partnership with Tech Coast Angels San Diego and Connect. Founders went head-to-head across two divisions—Lightweight & Heavyweight—and three battle rounds. The winners received ultimate bragging rights, a Founders Institute Fellowship, and a complimentary mentor session with LogicBoost Labs. The top 3 companies also received Startup San Diego promotion and press.

For the first time in the history of the organization, Startup San Diego was able to award $10,000 in Pitch Competition cash prizes for the lightweight division on behalf of Tech Coast Angels San Diego. A long-time community partner and supporter of our mission, we share immense gratitude for their collaboration and support in providing crucial capital for pre-seed founders in our region. TCA also provided instrumental strategic direction and organizing support.

**PITCH COMPETITION REQUIREMENTS**
- The company must be doing business in SD county OR looking to move to do business in the region
- Heavyweight Division: Incubator, accelerator, ecosystem support organization affiliation, have either revenue or customers, Seed+ funding
- Lightweight Division: Active Student, Local College/University Support Program Affiliation, Pre-seed funding

**LIGHTWEIGHT JUDGES**
- Michelle Chiang, Startup SD EIR, Founder & CEO, Beeline Routes (Emcee)
- Mike Krenn, CEO, Connect
- Ben Cote, Director, Founders Institute
- Oralia Alvarez, Director of Business Development, Mission Driven Finance
- Maria Gonzalez-Blanch, Principal, Crescent Ridge Partners
- Gaurav Mehta, Managing Partner, Crescent Fund

**HEAVYWEIGHT JUDGES**
- Chris Crocker, CEO, Homebay (Emcee)
- Jonathan Cogley, CEO, LogicBoost Labs
- Marcus Rohls, Scouting Leader, State Farm Ventures
- Caitlin Wege, Managing Partner, Moodoos Investments
- Hem Suri, Founder & Managing Partner - Spark Growth Ventures
- Hala Madanat, Vice President of Innovation & Entrepreneurship SDSU, & Stanley Maloy, Associate Vice President for Research & Innovation - SDSU
- Silvia Mah, Co-Founding Partner - Ad Astra Ventures

**TECH COAST ANGELS ORGANIZING SUPPORT**
- Maisha Cobb, Founder, Mpact International
- Ray Freiworth, CEO & Founder, The Commons XR
With over 65 companies applying to pitch across both divisions, the competition was fierce! A total of 24 companies competed in this year’s competition featuring twelve per division:

**LIGHTWEIGHT DIVISION**

- Kim Pender Grass, Algeon Materials, UCSD
- Nicolas Villanueva PHD. Four winds Biotherapeutics Inc.
- Eric Shnell, Craitor, UCSD Basement
- Jessica Octavio, Founder at Wubbie, SDSU ZIP Launchpad
- Rhea Chhabra, Founder at VirtuRoad, REC Innovation Lab
- Raj Pabari, Founder at Off Grid Technologies, Inc., REC Innovation Lab
- Paulina Kaloyan, Founder at Cromchies, REC Innovation Lab
- Till Kuehn, Founder at till, SDSU Zip Lanchpad & REC Innovation Lab
- Diana Hertz, Founder at See Monkey Do, REC Innovation Lab
- Dylan Drotman, Founder at Neubo, UCSD IGE
- Brian Cuyno, Founder at Ellie Works, National University
- Jasmine LeFlore, Founder at Penture Capital, UCSD Rady & StartR

**HEAVYWEIGHT DIVISION**

- Steven Moyo, Founder at Welfie
- Michael Alvarez, Founder at Cicalux Inc.
- Gareth Evans, Founder at Veckta
- Denise Hummel, Founder at RevWork, Inc.
- Marilyn Bruno, Founder at Aequor Inc.
- Gareth Evans, Founder at VECKTA
- Bassanio Peters, Founder at Assist 2 Develop
- Mike Stemple, Founder at Avowow
- Broderick Higby, Founder at Active Witness
- Craig Misraich, Founder at UpLift
- Kevin McClave, Founder at Advanced Image Robotics
- Tooraj Helmi, Founder at Apsy
- Reilly Clark, Founder at Fleur
Startup San Diego’s inaugural capstone event for #SDSM2021, the San Diego Startup Month Awards & Reception was hosted by Alexandria Real Estate Equities and sponsored by Amazon Web Services and Cox Business.

150+ founders, investors, entrepreneurs, and ecosystem champions joined us in celebrating San Diego’s unique startup culture and ecosystem. The evening took place outdoors and festivities featured a brief awards program recognizing five community members, leaders, and founders followed by a hosted networking reception featuring appetizers and beverages and networking and entertainment. Awards included:

- Investor of the Year
- Impact Company of the Year
- Startup Champion of the Year
- Think Big Lifetime Achievement Award presented by Amazon Web Services
- Startup of the Year

THE WINNERS

**Think Big Lifetime Achievement Award**

Eric Otterson
Managing director, Silicon Valley Bank

**Impact Company of the Year**

Cindy Lin
CEO & Co-Founder, Hey Social Good

**Startup of the Year**

Oren Zaslansky
Founder & CEO, Flock Freight

**Startup Champion of the Year**

Silvia Mah
Co-Founding Partner, Stella Labs & Women’s Venture Summit

**Investor of the Year**

Al Bsharah
Managing Partner, Interlock Capital
In 2021, we placed significant focus on providing the community several ways to support Startup San Diego philanthropically. We launched an official merch store, created a Philanthropic Investor Program, and executed a #GivingTuesday campaign to support 1st Mondays. Giving Tuesday is a global movement unleashing the power of people and organizations to transform their communities and the world.

**PHILANTHROPIC ACTIVATION**

Startup San Diego thanks our Individual donors

**PHILANTHROPIC INVESTOR BENEFITS PROGRAM**

- **LIMITED PARTNERSHIP**
  - $2000 - Hoodie + 100% discounted tickets, Name on SSD "Cap Table," 10 Seats at Startup Awards + LinkedIn Badge + Meeting w/ Board Chair
- **VENTURE CAPITALIST**
  - $1000 - Towel + 100% discounted tickets, Name on SSD "Cap Table," 5 Seats at Startup Awards + LinkedIn Badge
- **SYNDICATE**
  - $500 - Hat + 100% discounted tickets, Name on SSD "Cap Table," Seat at Startup Awards
- **CROWDFUNDER**
  - $250 - T-shirt + 75% discounted tickets, Name on SSD "Cap Table"
- **FRIENDS & FAMILY**
  - $100 - Mug + 50% discounted tickets
- **EVANGELIST**
  - $50 - Notebook + 20% discounted tickets
- **CHAMPION**
  - $25 - Sticker + 10% discounted tickets

**Startup San Diego Merch**

We launched an official #StartupSD Merch store to further raise funds for our non-profit programming.

**STARTUP SAN DIEGO X AmazonSmile**

You shop, Amazon gives.

**AmazonSmile**

Supporters shopped through AmazonSmile and a portion of their purchase were donated to Startup San Diego.

**$3,530**

IN INDIVIDUAL INVESTMENTS

We Reached Our Goal!

With this campaign, we were able to raise $3,530 that went to fund our 1st Mondays events.
With this new year, we look forward to growing our startup community and creating a more inclusive tech ecosystem through our conferences, events, and programs. It is our goal to transition back to **in-person experiences** and overall deliver more strategic programming to enhance attendee experience and amplify entrepreneurial and community impact.

### WHAT'S NEXT FOR 2022

**SAN DIEGO STARTUP WEEK**

- Welcoming back Startup Week vs. Startup Month

**STARTUP SAN DIEGO CONVERGENCE**

- Converging the next generation & SD tech ecosystem
- 3rd Annual Startup San Diego Incubator Program

**Onboard Class #3 of the Entrepreneur-in-Residence Program**

**The Startup Awards**
Startup San Diego is a non-profit driven by a lean staff, volunteer Entrepreneurs-in-Residence (EIRs), and Board of Directors.

2020 - 2021 Entrepreneurs-in-Residence

- Tara Falcone, ReisUP
- Aaron Guyett, Pedestal
- Pree Walia, Preemadonna
- Mark Harpootian, Ordermark
- Rachael Medlin, Malveaux & Co
- Sheena Schleicher, Schleicher Marketing
- Greg Spillane, Fancy.com
- Michelle Chiang, Beeline Routes

Startup San Diego Staff

- Alexa-Rae Navarro, Executive Director
- Ella Napata, Marketing & Design
- Erika Gastelum, Community Coordinator
- Caike Campana, Programs Intern

2021 Board of Directors

- Ryan Kuder, Board Chair
- Caitlin Wege, Vice Chair
- Lauree Sahba, Secretary
- Javier Islas, Treasurer
- Martin Bridges, Board Observer
- Neal Bloom, Chair Emeritus
- Cathy Pucher, Member
- Carrier Sawyer, Member
- Dominique McGill, Member
- Felena Hanson, Member
- Jennifer Patel, Member
- Gregory Toliver, Member
- Kurling Robinson, Member
- Mike Krenn, Member
- Mysty Rusk, Member
- Oralia Alvarez, Member
- Taylor Cavanah, Member
If you are interested in investing with us in 2022, please contact our executive director, Alexa-Rae Navarro, Alexarae@startupsd.org
If you are interested in being a community partner with us in 2022, please contact our Executive Director, Alexa-Rae Navarro, Alexarae@startupsd.org