



here we go.

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01

A Letter from the CEO



A Letter from the CEO

Reflections on the past year

In spite of the health and social crises, we rose above the fear and noise to focus on our mission in a time when entrepreneurs and small businesses needed help more than ever.

2020 Breakthroughs

In March, we quickly shifted to a virtual-first organization, not missing any scheduled programs and in fact adding many new programs to connect entrepreneurs to critical resources needed during this unprecedented time.

Our impact was greater than ever before. We doubled our participation, serving a total of 4,000 entrepreneurs. After Metro Government asked that we partner to provide services to our local entrepreneurs and small businesses, we launched Renew Nashville to help more than 800 small businesses survive the pandemic.

This work provided more than 152 office hours for business owners needing expert support and connected more than 800 business owners to a network of 350+ advisors. As we expanded offerings to more entrepreneurs than ever, we also gave them the tools to adjust to a rapidly changing world, including access to two production studios where they can produce their very own audio and video content to reach customers, marketing and e-commerce expertise as well as advertising campaigns.

With special attention to our signature programs, we expanded Project Music to Project Music & Entertainment, grew Project Healthcare by 200% with the launch of a new vertical for medical device companies and added a cohort program for companies averaging \$750K in annual revenue.

We brought the community together (virtually) to celebrate the innovators having a positive impact in our community with Pitch for Good - our most successful pitch series to date - and awarded \$28,000 in financial grants and even more in scholarships to support entrepreneurs working for good across all industries.

Support came from all directions. From our new elite speaker series that brought people like Jim McKelvey, Joe Scarlett, and Taj & Eddie George to our community to the new Phase 4 Successful Entrepreneurs Group where we onboarded more than 20 elite entrepreneurs to support our mission and saw two investment deals as a direct result.

We also celebrated our 10th Anniversary by hearing from some of the people who made the Nashville Entrepreneur Center possible like John Ingram, Janet Miller, Marcus Whitney and more, with our #Powerof10 Campaign, which took the place of our annual NEXT Awards event.

Culture of Inclusion

2020 was a year that challenged our culture. We recognize that the future of our city depends on our ability to grow successful entrepreneurs, regardless of race, gender, income or other factors. We work every day to make a positive difference in the lives of those we serve and part of that is leveling the playing field to make entrepreneurship accessible to everyone.



Reflections on the past year

While good strides have been made in this area, there's still more work to be done. We have scholarships for entrepreneurs from underrepresented backgrounds, but we would like to make more available. We have advisors, industry experts and successful entrepreneurs from diverse backgrounds who help mentor our entrepreneurs, but we would like to have more people participate in this program to make sure it reflects the full diversity of our city.

Building on 10 Years of Success

Upon joining the EC, I talked with, and more importantly listened to, hundreds of people—entrepreneurs, business leaders, investors, alumni, academics and others—to understand the original mission of this organization, the role it plays in our community today, and its purpose looking forward. I wanted to understand the needs and where this organization can truly create significant impact moving forward.

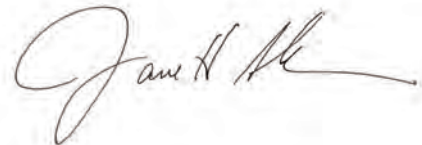
One thing became clear in this listening process: When someone takes the leap into becoming an entrepreneur, they never stop being one. Entrepreneurs are people who are wired to solve problems, to keep moving forward, to have a purpose and vision that drives decisions.

Once an entrepreneur, always an entrepreneur, whether that means actively starting business after business, or reaching back to help those who are following behind them.

Through listening closely to many entrepreneurs' stories and tapping into this organization's ten years of experience working with thousands of entrepreneurs, we created a new model of the entrepreneurial lifecycle to make it easier for entrepreneurs to connect to the right opportunities at the right times.

As we move forward, it is important that our community know that the Nashville Entrepreneur Center is here to support the entire entrepreneurial lifecycle.

We will continue to listen to the needs in our community. We will continue connecting entrepreneurs with the support and resources needed to increase their probability of success. And we welcome any entrepreneur to join us on their entrepreneurial journey, whatever phase that may be.



Jane Allen, CEO

02

Who We Are



Our Vision + Mission

Vision:

We're an experienced, professional non-profit organization with a vision to help make Nashville the best place in America to start and grow a business.

Mission:

To connect entrepreneurs with critical resources to create, launch and grow businesses.



Our Board of Directors

A strategic Board of Directors provides governance, oversight, and direction to the work of the Nashville Entrepreneur Center (EC). This passionate team gives their time, talent and resources to help drive the entrepreneurial ecosystem in Nashville.

“There wasn’t a real place to start for entrepreneurs and that’s how the EC was founded. People who have already been through starting a business can offer up their talents to bring up the next generation.

- Janet Miller”



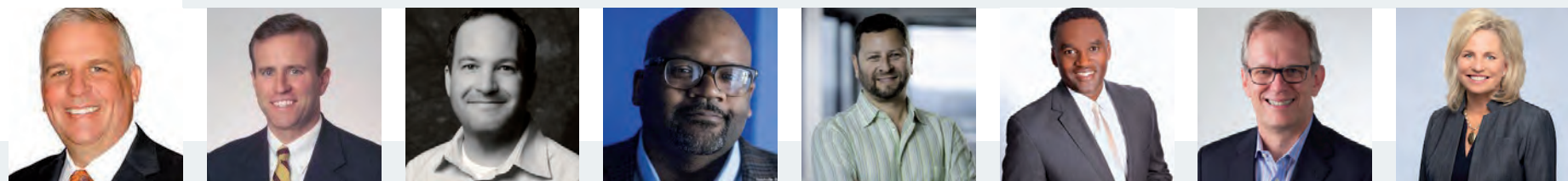
Beth Chase
Board Chair
John Ingram
Board Chair Emeritus
Jane Allen
EC CEO



José D. González
Finance Chair
Janet Miller
Governance Chair
Linda Rebrovick
Development Chair
Brian Fox
Bill Brown



Angela Humphreys
Chris Sloan
Sherry Deutschmann
John Zarling
Jorge Titinger
Michael Burcham
Kelli Turner



Jeff Drummonds
Kevin Roddey
Clint Smith
Dr. Turner Nashe
David Klements
Darrell Freeman
Joe Ivey
Dee Anna Smith



Mignon Francois
Damon Whiteside
David A. Owens
Brian Moyer
Ex Officio
Nicole Froker
Ex Officio
Hayley Hovious
Ex Officio
Shani Dowell
Ex Officio
Philip Gaskin
Ex Officio
Ralph J. Schultz
Ex Officio
Ginger Jones
Ex Officio

2021 Board of Directors

Our Team

“The team at the EC is just as passionate and driven as every entrepreneur that comes through our doors. They are the ones creating best-in-class programming, ensuring those in our community succeed and thrive.”

- Jane Allen



Jane Allen
CEO



John Murdock
CPO/COO



Donna Mattick
Chief Strategic Alliances Officer



Heather McBee
VP, Operations



Brynn Plummer
VP Inclusion & Community Relations



Angel May
VP, Marketing and Communications



Jeremy Raley
Program Director



Haley Combs
Program Lead



Shelby Brown
Community Development Lead



Parker Bryan
Program Support



Wes Richardson
Renew Nashville Program Support



Riley Wallace
PR and Content Specialist



Clark Buckner
Digital Assets Project Lead



Haley Zapolski
Renew Nashville Program Manager



Tina Gottstein
Events Director

Our Strategy

Connect innovators and entrepreneurs with needed resources during the different phases of the entrepreneurial lifecycle.

Optimize the Model to ensure long-term financial and operational sustainability.

Mobilize the Entrepreneurial Ecosystem by mapping, engaging and connecting entrepreneurs, businesses, investors, community leaders and educators.

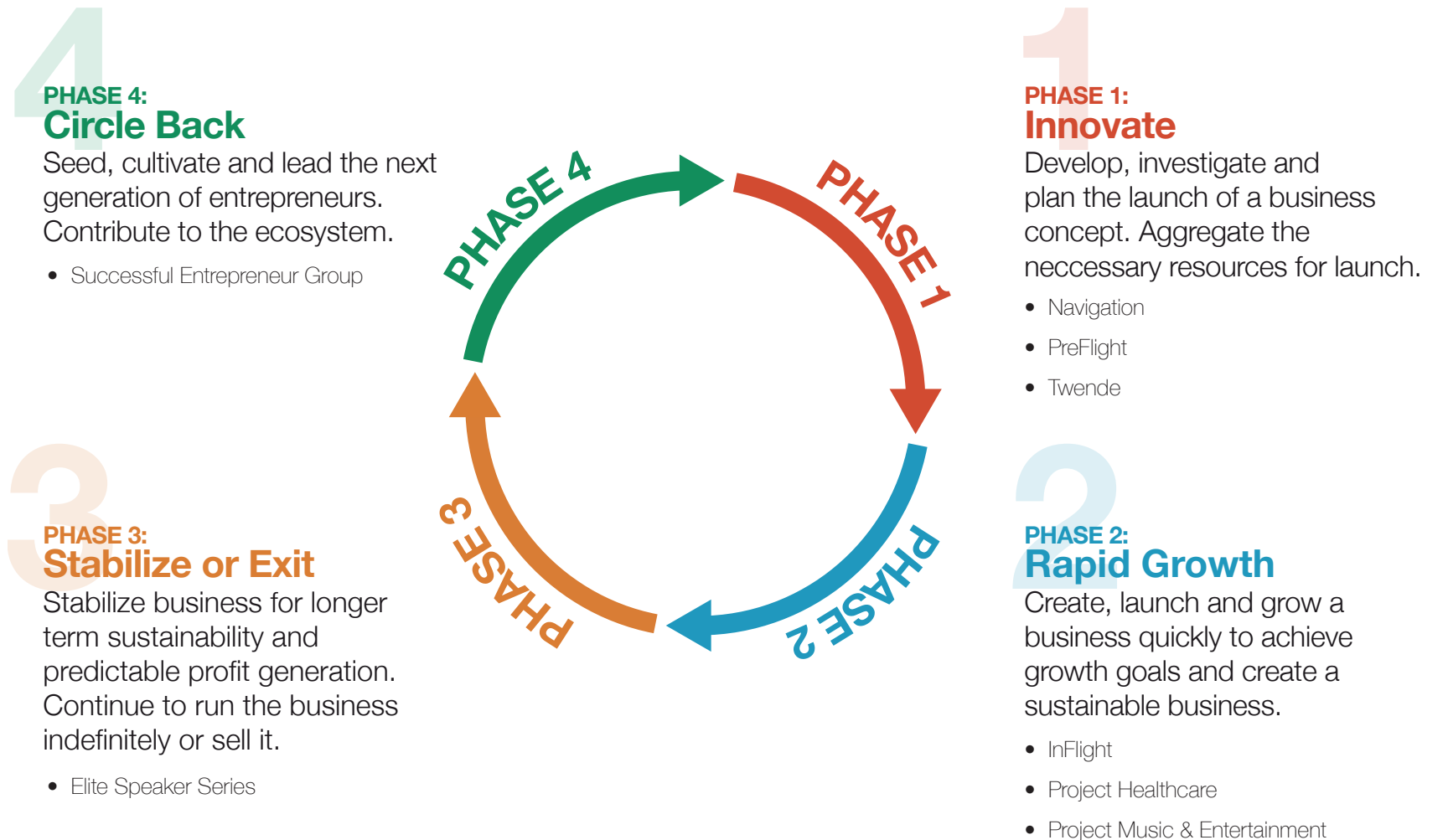
Keep the Pulse of Nashville entrepreneurialism alive and be the advocate and go-to source for all things entrepreneurship, including resources, connections, stories, statistics, needs and the entrepreneur lifecycle.

Growth initiatives:

Development of a certification program, ensuring companies have met the highest standards in their formation. We aim to develop strong founders and create ease as they pursue new customers and investors.

The Entrepreneur's Lifecycle

the 4 phases of the entrepreneur's journey



Our Values



Innovative

we help turn ideas into action



Excellent

we strive to be exceptional, best-in-class



Results-driven

we are action-oriented



Trusted

we are reliable and approachable



Inclusive

we make the extra effort to make sure everyone is welcome



Adaptive

we are agile in response to changing circumstances

Our Purpose

We are a non-profit organization that makes it easier for entrepreneurs to be more successful by providing the most powerful resources and tools possible for individuals and communities to build shared prosperity, solve problems and create a better tomorrow.

While many amazing organizations treat the symptoms of social and economic challenges (supplying food, clothes and shelter), the EC provides a means for communities to break that cycle of need by enabling successful businesses to create wealth, jobs and economic growth for the whole city.

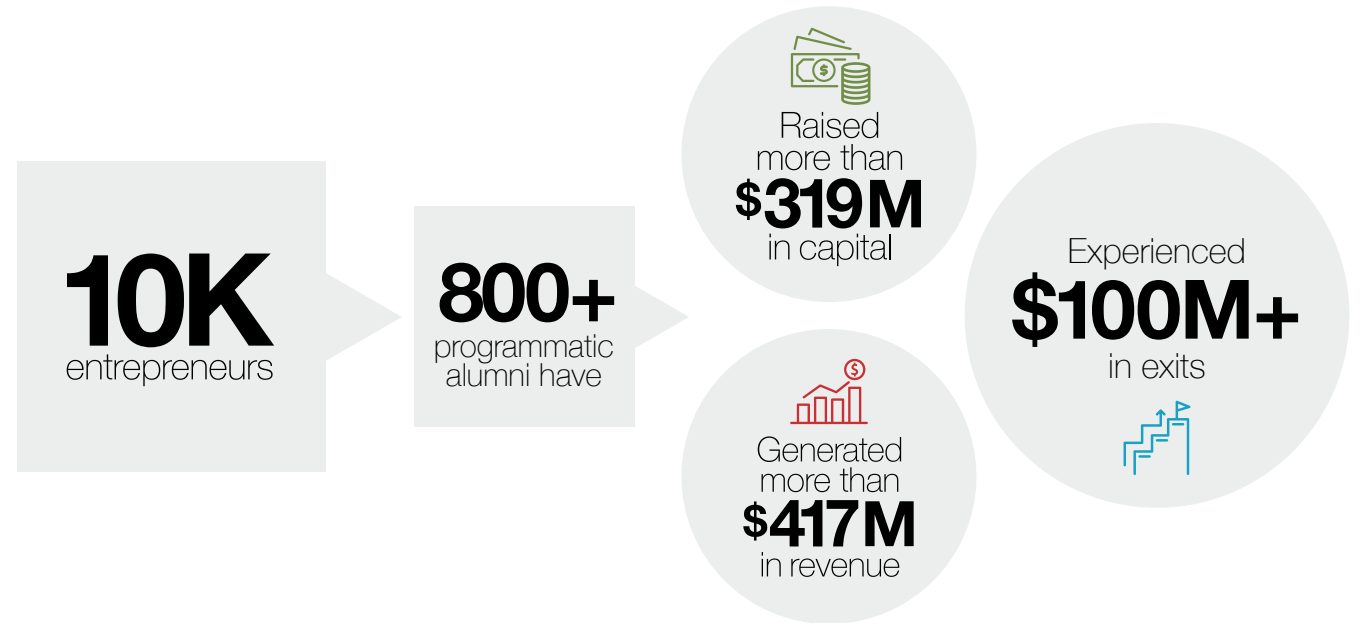
Many who choose this route experience gaps in access to:

- Entrepreneurial education
- Mentorship
- Funding

All are critical resources which will increase their probability of success far beyond the 50% U.S. average rate of survival.

Entrepreneurship is a mechanism for fostering community development as it creates jobs, innovation and economic mobility.

Entrepreneurial companies make up 23% of Nashville's economy. Now serving more than 2,000 entrepreneurs annually, over the past 10 years, we've helped more than:



Alumni of our high-touch programs average an **84%** business survival rate.



Our Purpose

The EC meets needs across the entrepreneurial lifecycle:



High growth startups need access to:

- Customers
- Investors
- Training on how to engage investors successfully
- Mentorship
- Affordable space
- A community to connect with others in the same path

We meet these needs virtually and at our location inside Nashville's historic Trolley Barns.

How do we know if we're successful?

We measure the success our program participants have in starting and growing their businesses.

Indicators vary but generally include: survival rate, funds raised, revenue generated and jobs created. We look at these metrics to measure long-term effects of our work.

Other critical metrics we track are to ensure our efficacy: % of growth milestones achieved and the NPS reported by the entrepreneurs. Qualitatively, we incorporate evaluations of the entrepreneurs from our network of experts and our internal team. The EC collects this data by directly surveying or interviewing our entrepreneurs, experts and internal team.



Our Community

A Diverse Community of Innovators

Great ideas are everywhere, but the opportunity to turn those ideas into reality is not equally accessible to all.

We level the playing field by creating onramps to opportunity.

Entrepreneurship should be accessible to everyone, and we are working towards the day when every entrepreneur—regardless of race, gender, income or background—has the opportunity to realize their dream.

Why? To fuel economic inclusion in Nashville.

We believe that:

- 1** Every person with the entrepreneurial mindset and a good idea deserves a (credible) opportunity to create, launch and grow their business.
- 2** The future of our city depends on our ability to grow successful entrepreneurs, regardless of race, gender, income or zip code.
- 3** Entrepreneurship powers the spirit of independence and vibrance that makes Nashville special.

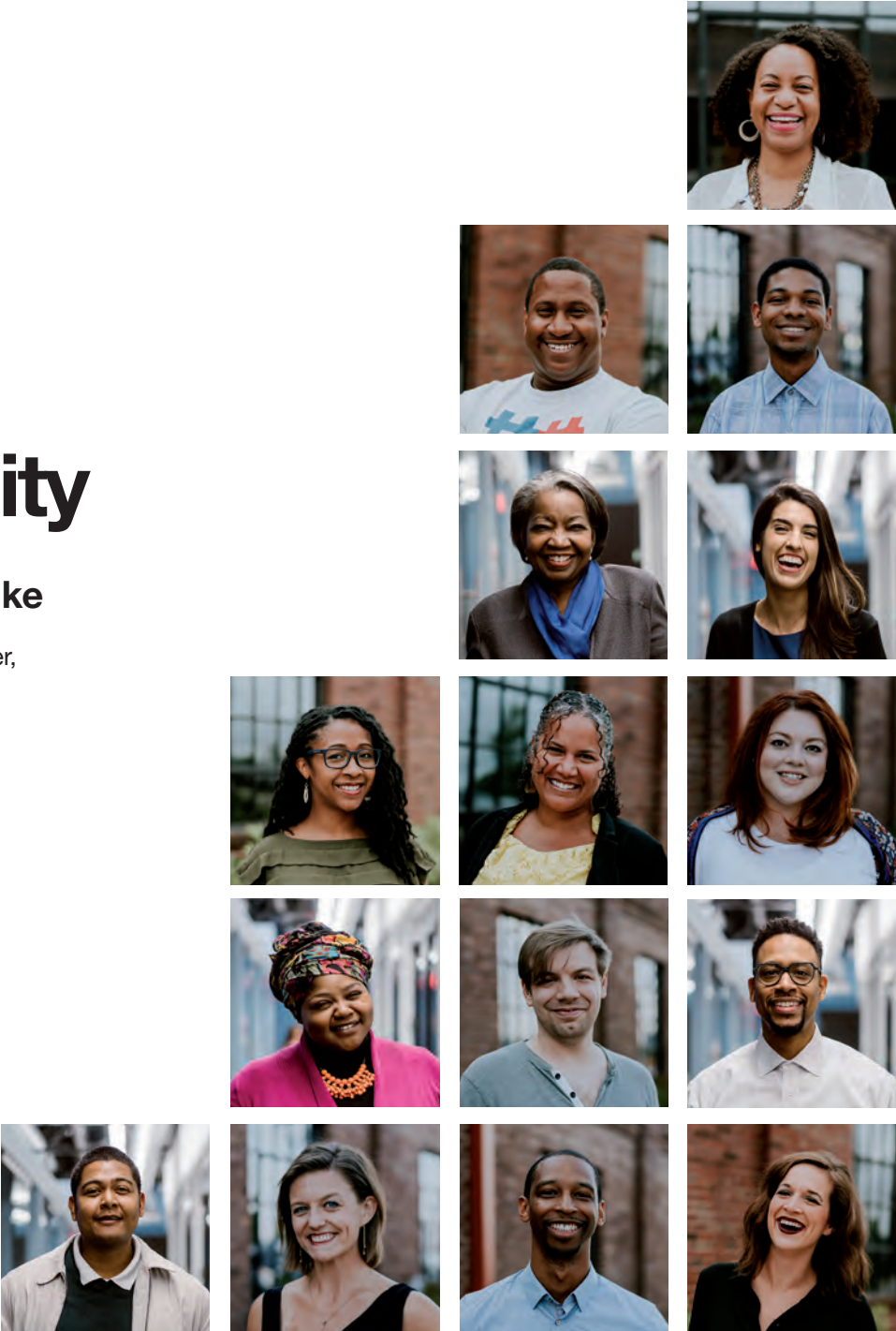
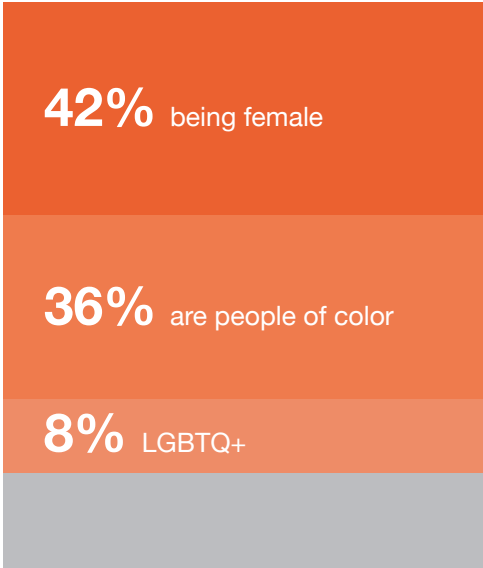


Our Community

What Our Community Looks Like

The EC community is a diverse group by gender, race, age, and sexual orientation.

We help level the playing field for all.



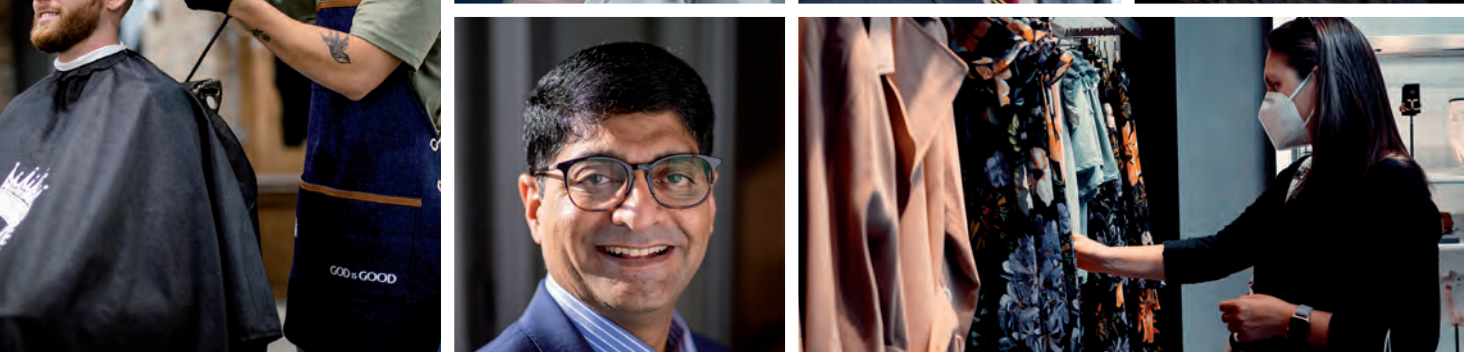
In our 10 years, more than 92 scholarships have been distributed to underrepresented founders of color, women, foreign born, veterans, LGBTQ+ and student founders who saw cost as a barrier.

The scholarship awards grew from being primarily applied to the EC's PreFlight Cohort, to scholars who participate in the entire suite of the EC's year-long accelerator level programs (InFlight, Project Music and Entertainment, Twende for Founders of Color, and Project Healthcare.)

Some of our findings are:

- Every dollar invested into a scholarship = \$7 in investment and \$4 in revenue for companies.
- Scholars have created more than 65 jobs in Middle Tennessee.
- Rates of full-time entrepreneurship doubled for scholarship program participants.

Our Scholar Program serves Middle Tennessee founders who identify as a racial or ethnic minority in the U.S., specifically Black, LatinX, Hispanic, American Indian or Alaska Native, Asian American, Pacific Islander, Middle Eastern or North African.



Our Community

Small Businesses

The COVID-19 pandemic drastically changed the business landscape, put immense pressures on small businesses and forced many to close.

Small business owners were unclear on where to turn for help, and small business support organizations saw unprecedented increases in demands for support. The inequities which create barriers to success for entrepreneurs and minority-owned small businesses became even more evident, so we expanded our reach to small business owners and founders, and offered our expertise, networks and experience to increase the likelihood of their survival.

Our Community

Introducing Renew Nashville

To increase the survival rate for those most vulnerable to the pandemic, we launch Renew Nashville, a citywide initiative addressing the significant challenges facing entrepreneurs and small businesses. The EC was awarded a \$600,000 grant by The Metropolitan Government of Nashville and Davidson County as one of Nashville's nonprofits charged with addressing the significant challenges facing entrepreneurs and small businesses negatively impacted by the COVID-19 crisis.



Collaborating with local non-profit partners across Nashville, we stepped up as the hub for entrepreneurs to provide participants access to master-class resources such as daily office hours, space, programming, and executive level advisors, such as lawyers, accountants, marketing experts. We helped with modifying websites to e-commerce solutions, video storytelling, new headshots, radio advertisements. The program was free for Davidson County businesses.

Getting the word out to all those who need us most was our main focus, especially for minority-owned businesses. Through an integrated marketing communications and stakeholder outreach strategy, we launched a campaign to rally all small businesses.

Overall, this program served more than 800 businesses ranging from hospitality, retail, consumer goods, music tech, healthcare innovation, personal and business services, to education innovations.



Partners that helped serve small businesses:



and other organizations who serve these communities



Program Purpose: Increase the survival rate of Davidson County's small businesses through the pandemic.

Funding: \$600,000 CARES Act grant from The Metropolitan Government of Nashville and Davidson County

Qualifying Customers: 500-1,000 small businesses based in Davidson County

Cost: Free

Funding Duration: 9/29/20—12/28/20+

Current Membership: 800+ businesses (50% Female, 40% People of Color)

03

How We Serve Entrepreneurs



How We Serve Entrepreneurs

For more than 10 years, we've supported people and businesses through all phases of the entrepreneurial life cycle and we've served as the hub for Nashville's entrepreneurial ecosystem.

Through our programs, we connect entrepreneurs with resources such as industry experts, successful entrepreneurs, service providers, educational programming, advisors, workspace and potential investors/customers.



4 Main Categories of Offerings

PROGRAMS

- PreFlight
- Twende
- Inflight
- Project Healthcare
- Project Music & Entertainment
- Renew Nashville*

MEMBERSHIPS

- Connect
- Co-Work
- Incubate
- Champion/Advisor*

SERVICES

- Event Space Rental
- Lockboxes
- Meeting Room Rental
- Navigation
- Studio Rental*
- Video Production*
- Podcast Production*
- Photography*

EVENTS

- NEXT Awards
- Pitch for Good
- Podcasts

*indicates new in 2020



Our Programs

EC Lifecycle Phase 2

Nashville Entrepreneur Center PROJECT MUSIC & ENTERTAINMENT

Originally started as Project Music in 2015, this program was developed in partnership with the CMA (Country Music Association) to bring music, technology and business leaders together to accelerate the development of industry-changing startups. We are able to make this happen thanks to our vast network of expertise, including more than 100 mentors dedicated specifically to mentoring Project Music and Entertainment entrepreneurs. In 2020, we conducted our first-ever, 100% virtual program serving music-minded entrepreneurs from across the country with weekly sessions, pitch-creation support, an investor showcase, stakeholder meetings, and more.

With the launch of the 2021 application process we also announced that the next cohort of Project Music will expand to include all aspects of the entertainment industry, including music, sports, film, esports/gaming, publishing, and more.

12

Entrepreneurs in
2020-2021 Cohort

51

Entrepreneurs
Served to Date

2015

Founding Year

ADVISORS



Stephen Linn



Heather McBee

WINS



MeloQuest got their game
Keys&Kingdom into Best Buy

Graeme Winder,
Founder,
MeloQuest



Marcus Blackwell,
CEO & Founder,
Make Music Count



MakeMusicCount becomes partner
of San Antonio Spurs



Beatdapp raised
\$1.5m
while in the program and sets
up massive partnership

Andrew Batey,
Co-Founder,
Beatdapp
Software



VideoBomb secures Apple CEO
as board member

Our Programs

EC Lifecycle Phase 2

Nashville Entrepreneur Center

PROJECT HEALTHCARE

Project Healthcare is Nashville's leading healthcare entrepreneurship initiative: driving transformation in the healthcare industry through tailored programming and connections critical to success in this highly competitive landscape.

For healthcare entrepreneurs seeking to accelerate their high-growth startups, Project Healthcare leverages our relationships with Nashville's healthcare industry giants and provides unmatched access to the top experts and resources in the field.

30

Entrepreneurs in
2020-2021 Cohort

64

Entrepreneurs
Served to Date

2017

Founding Year

CHAIRMAN & ADVISOR



Eric Thraikill,
Jan 2021



Bill Brown



Healthcare company, Stratasan, was the EC's very first program participant in 2010 raising \$26M in 2019.

WINS

OMNY
OMNY raised
\$1.5m
from Nashville investors



Mitesh Rao,
Founder of OMNY

flexwise
FlexWise raised
\$3m



Kevin Godsey, CEO,
Flexwise Health



Felicia Jackson, CEO and
Founder of CPRWrap

CPRWrap won P4G,
\$25k
at NHCC Pitch Competition,
and was awarded her patent



Luke Benda, Co-Founder,
CEO at Healing
Innovations, Inc.

Healing Innovations released their
product and are in clinical trials

Our Programs

EC Lifecycle Phase 2

Nashville Entrepreneur Center INFLIGHT

Our yearlong InFlight program addresses the unique challenges of startups in Phase 2 of the Entrepreneur Lifecycle, for Nashville-based entrepreneurs in any industry, who are generating revenue and are looking to grow or scale. During this critical phase of the entrepreneurial journey, businesses and founders accelerate success while establishing a solid foundation.

InFlight is an accelerator-level program featuring monthly programming with interactive classroom sessions featuring world-class curriculum, a supportive peer-group, connections to over 290 Nashville business leaders and personalized, hands-on attention through dedicated case managers.

11

Entrepreneurs in
2020-2021 Cohort

34

Entrepreneurs
Served to Date

2018

Founding Year

ENTREPRENEURS-IN-RESIDENCE



Clint Smith



Debbie Gordon

Our most valued volunteers, Entrepreneurs in Residence walk alongside program participants by offering strategic feedback and connections as long-term champions.

WINS

POSSIP

Possip's Shani Dowell becomes
first black woman in TN to raise
\$1m (now at \$2m)



WITH
THE
BAND

With the Band launched app and had
2 successful concert campaigns



Cohorts have averaged

65%

revenue growth



CNN billboard

NASHVILLE
BUSINESS JOURNAL

NashvillePost

Multiple teams gain press coverage
(Billboard and CNN)

Our Programs

EC Lifecycle Phase 1, 2

Nashville Entrepreneur Center TWENDE

Twende is Kiswahili for “let’s go,” and this is the spirit of the EC’s program passionately and strategically driving the growth of Nashville’s entrepreneurs of color.

Twende is a year-long program for entrepreneurs of color in all industries looking to significantly grow their businesses, and gain access to world-class curriculum, a supportive community and individualized mentorship.

20
Entrepreneurs in
2020-2021 Cohort

32
Entrepreneurs
Served to Date

2019
Founding Year

ENTREPRENEURS-IN-RESIDENCE



Shani Dowell



Bill McCleskey

WINS

140%
aggregate year-on-year
revenue growth



55%
of companies outperformed
pre-pandemic yearly projections

100%
business survival rate



Karen Williams,
Founder & CEO
MinTech Agency



MinTech Agency grew from \$9,000 in
revenue at the beginning of 2019 to

\$250,000+

in revenue by the end of Twende in
November 2020

Our Programs

EC Lifecycle Phase 1

Nashville Entrepreneur Center PREFLIGHT

PreFlight is a 14-week virtual program that walks step-by-step with first-time entrepreneurs. From “I have an idea” to “I have a business,” our intent is to empower entrepreneurs with the knowledge and support as they bring their business to life.

Phase 1 of the Entrepreneurial Lifecycle, this program requires weekly interactive coursework with our network of mentors and successful entrepreneurs who offer support as they begin to establish a solid business foundation.

52
Entrepreneurs in
2020-2021 Cohort

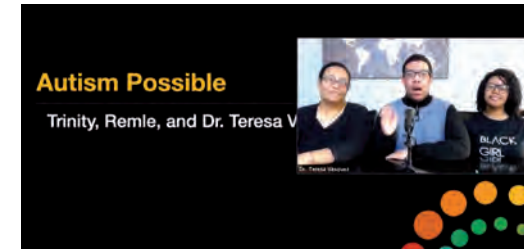
450+
Entrepreneurs
Served to Date

2014
Founding Year

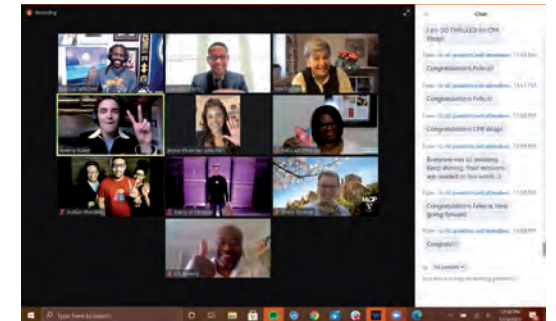
Entrepreneurs have access to our
community of **300+** mentors.

WINS

Graduate Dr. Teresa Vasquez-Terry, founder of Autism Possible, joined Project Healthcare after completing the program, and was a finalist in Pitch for Good: Tennessee Tough



CollegeLeaps launched their
beta website



Velos Labs was a semi-finalist in
Pitch for Good: Tennessee Tough

MONQ has hit **\$10M** in AR



New Frontier Tiny Homes previously
featured on Good Morning America
and continues to do cool stuff.

Events



The EC's Next Awards is devoted to recognizing exceptional entrepreneurs transforming their industries, creating opportunities, growing economies and improving lives in Nashville and far beyond.

The Next Awards & Entrepreneurs Hall of Fame event returns October 25, 2021 at the Nashville Symphony Center.



Events



PITCH FOR GOOD

In 2020, we created a series of seven virtual monthly pitch events, called Pitch for Good. From the beginning, the purpose was to highlight and support Nashville’s entrepreneurs focusing their innovation on solutions which benefit our community and world. For each event, two winners were chosen by a panel of expert judges to receive \$2,000 grants and one audience favorite was chosen to receive a scholarship to an EC program.

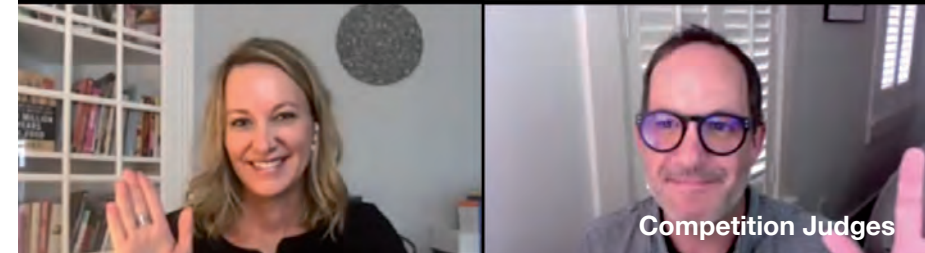
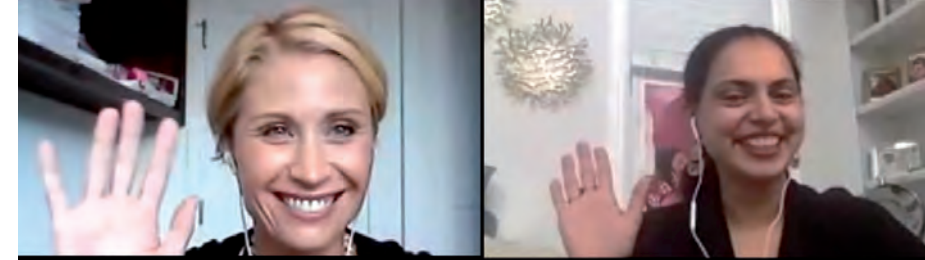
The end of the 2020 season culminated in Pitch for Good: Tennessee Tough presented by Pinnacle Bank, an event for which we partnered with the Tennessee Titans to select the “best-of-the-best” of our Pitch for Good winners. CPR Wrap founder Felicia Jackson walked away the winner of this final competition, and received a year-long sponsorship package from the Titans.

Total Grants Awarded:
\$28,000

Total Scholarships Awarded:
\$7,000 in EC programs and resources

Applicants in Total:
Over 200

Thank you to our sponsors, who made this season possible:



Speaker Series

In 2020, we also launched a signature speaker series to give our community the ability to learn from successful Phase 4 entrepreneurs in Nashville and beyond. We hosted four events in Q4 2020, featuring impressive speakers like Square co-founder Jim McKelvey, former Tractor Supply Company Chairman Joe Scarlett, entrepreneur entertainers Eddie and Taj George, and more!

These events have drawn hundreds of entrepreneurs across the lifecycle, from entrepreneurs just starting out, to Phase 3 entrepreneurs who are looking for the next step.



2020 Speaker Series Entries:



Joe Scarlett | Former Chairman of Tractor Supply Company, Founder of the Scarlett Foundation

November 10, 2020



Jim McKelvey | Co-Founder of Square + Author of “The Innovation Stack”

November 17, 2020



Eddie and Taj George

December 8, 2020



A3E + NEC: Accelerating Entertainment Technology:

10 entertainment industry executives and entrepreneurs

November 18, 2020



Women of Retail Roundtable:

Judith Bright, Marcie Van Mol, and Mignon Francois

December 16, 2020



Membership

EC membership is more than a space to work. It's a community of others who are walking the same walk. Being an entrepreneur can sometimes feel like constantly fighting a lonely, uphill battle. This is where the EC comes in. It's an opportunity to connect with others like you through events, networking and workshops. Our members are sitting at the same desks and walking the same halls as these successful businesses:



We offer three different levels of membership for people looking to connect with our resources, advisors and affordable downtown Nashville space.

- Incubate membership offers members a dedicated desk space, free wifi, 24/7 access to our building and meetings with our network of advisors. It also includes access to our virtual resources and online Slack community, where they can connect with other entrepreneurs to ask questions, post jobs, or network.
Current Incubate Members: 32
- CoWork membership offers members their pick of open seating in our building, free wifi, as well as access to our online community and member-specific events and workshops.
Current CoWork Members: 148
- Connect membership is our digital membership and basic support package, and includes access to our online community, virtual events and more.
Current Connect Members: 124



04

Our Reach

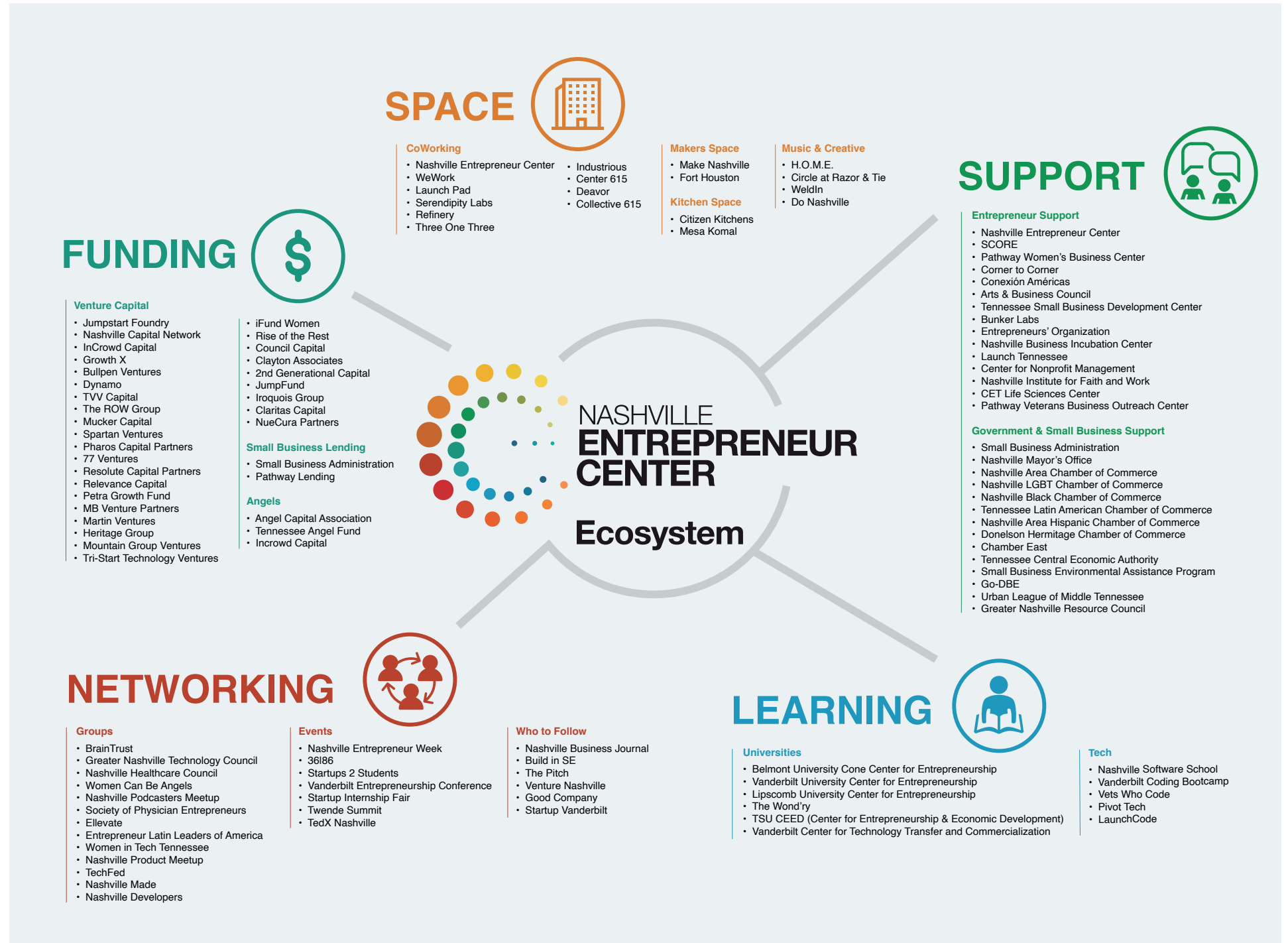


A Local Leader

As the city's non-profit partner serving entrepreneurs throughout the business lifecycle, we aim to be the "front door" of entrepreneurship in Nashville, and a servant leader in our entrepreneurial ecosystem.

In this role, we assess and identify the best fit for people looking to navigate the ecosystem, guiding entrepreneurs to the resources that meet their needs, whether that's with us or with another organization.

We mobilize the entrepreneurial ecosystem by mapping, engaging and connecting entrepreneurs, businesses, investors, academia and community leaders.



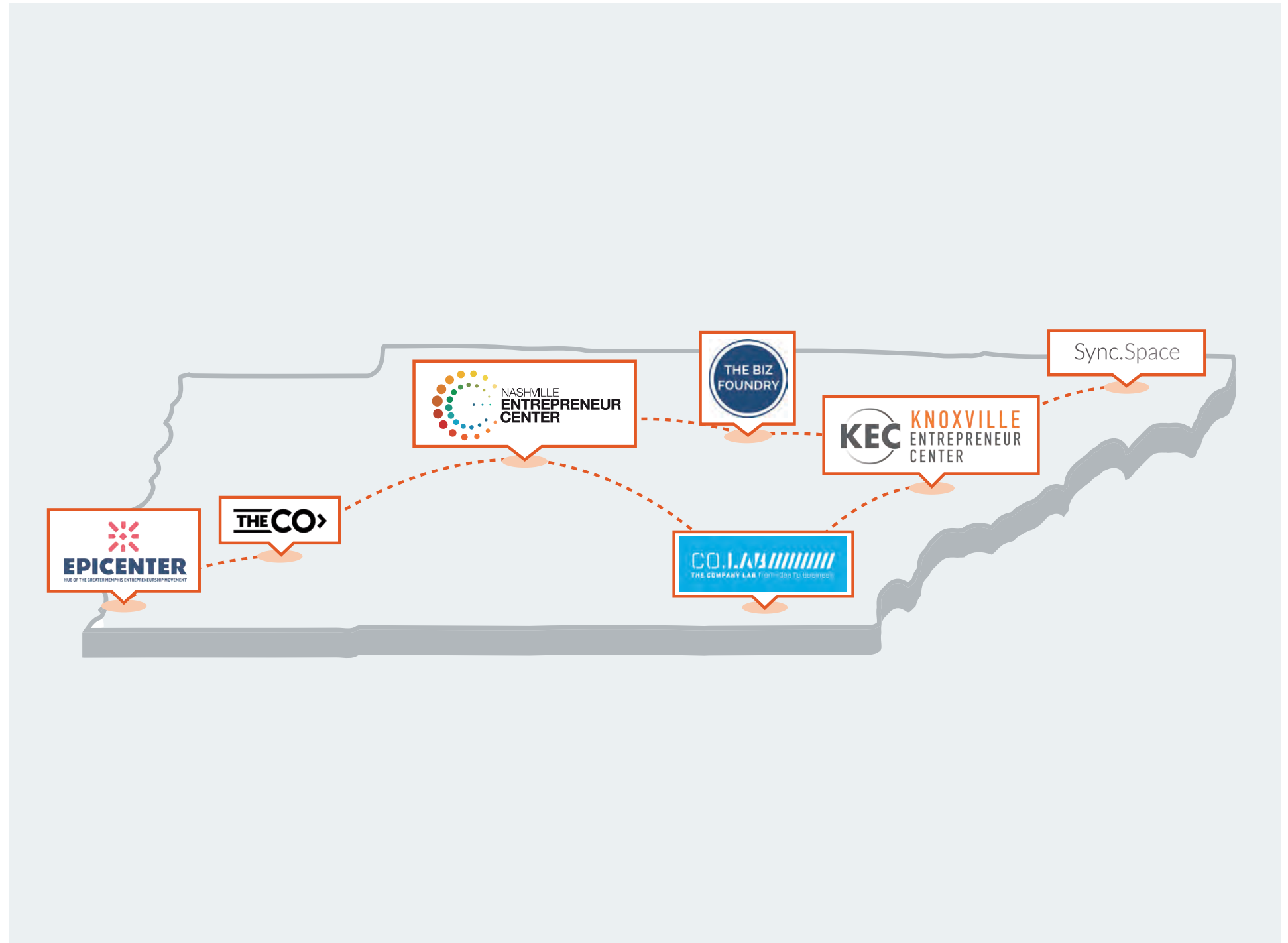
Statewide Connections



Launch
Tennessee

We're a proud partner of Launch Tennessee. Launch Tennessee is a statewide ecosystem of like-minded entrepreneurial organizations working together to make resources easily accessible to investors and entrepreneurs—all to build sustainable economic growth throughout the state.

Click on the name of each center to learn more.



National Impact

The EC has graduated alumni from these states and Canada:

 **Project Healthcare**

Illinois, Tennessee, Georgia, New York, Oregon, Massachusetts, Minnesota, Colorado, California, Ohio, Michigan, Arizona, Missouri, North Carolina, Texas, Virginia, Washington, Pennsylvania

 **Project Music & Entertainment**

Tennessee, Florida, Canada, Illinois, California, Ukraine, Texas, New York, Georgia, Virginia, Missouri, Colorado, Connecticut, Washington D.C., Mississippi



Internationally Known

Google for Startups

The EC is one of 16 Google for Startup Hubs in North America. This gives us access to 75+ similar organizations around the world.

Other U.S. hubs include:

- 1871 (Chicago, IL)
- Galvanize (San Francisco, CA)
- Grand Circus (Detroit, MI)
- American Underground (Durham, NC)
- Astia (Various)
- Capitol Factory (Austin, TX)
- Change Catalyst (San Francisco, CA)
- Collab Studio (Atlanta, GA)
- Communitech (ON, Canada)
- Company.co (New York, NY)
- Fueled Collective (Minneapolis, MN)
- Notman House (Montreal, Canada)
- Patriot Boot Camp (Boulder, CO)
- Russell Center for Innovation and Entrepreneurship (Atlanta, GA)
- Startup Grind (Various)



05

2020 Impact




We executed 100% of the programs scheduled for 2020 and added more.



Ran
130
events for the general public and for our member community to help more than
4,000
attendees connect, learn, and do business.

Created
Pitch For Good,
vetted **200** startup applications for 6 pitch competitions, and presented to more than
800 attendees.




Served more companies in our high touch programs than ever before:

54
new businesses in PreFlight,

39
businesses in InFlight,

41
businesses in Project Healthcare,

20
businesses in Project Music and

40
businesses in Twende.



Grew the number of Twende participants by **3x**



Graduated
1 dozen
interns from our intern program

Established an online learning platform with
35 hours
of on-demand educational content.



Launched Renew Nashville to help more than
800
small businesses survive the pandemic while increasing the representation of non-white business owners to
40%
and non-male founders to
50%
across our programs.

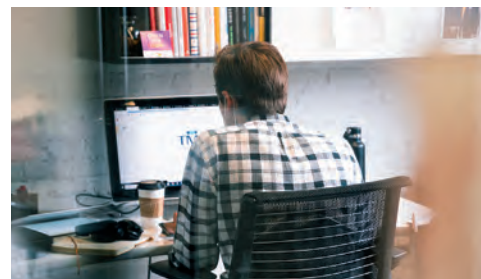


Built 2 video production studios and produced **42** videos for business owners.

Mapped the entrepreneurial lifecycle and created a path of programming from
\$0 to \$1M
in annual revenue.

Connected a network of more than
800
business owners to a network of more than
350
advisors.

Expanded
Project Music
↓
Project Music and Entertainment.



Served more than
372
members through our traditional membership offerings.

Onboarded an InFlight cohort averaging over
\$700K
in annual revenue.

Beneath all of this work, we implemented new systems and operational models to maximize the engagement of the highest quality experts, which enabled us to be an elite virtual-first organization, and set us up for sustainability.

Grew Project Healthcare by **200%**, launched a new program vertical for medical device companies, and added a cohort program for companies averaging **\$750K** in annual revenue.



Created the **Phase 4 Successful Entrepreneurs Group**, onboarded more than **20 elite** entrepreneurs to support our mission and saw 2 investment deals as a direct result.

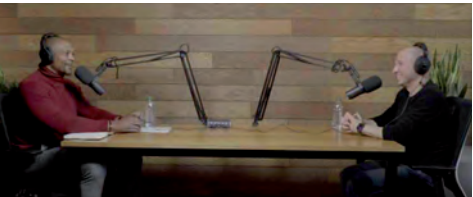


Provided **30** radio advertisement campaigns, **12** PR media sequences, **14** social media campaigns, and **3** full days of professional photography for small businesses.



Launched our elite speaker series and brought people like **Jim McKelvey, Joe Scarlett, and Taj & Eddie George** to our community.

Rolled out and provided more than **152** office hours for business owners needing expert support.



Keep the Pulse

We live in a city filled with successful entrepreneurs that made Nashville what it is today—booming in healthcare, publishing, music and entertainment, among other industries.

We strive to keep the pulse of Nashville entrepreneurship alive by elevating the voices and sharing lessons from those that have “been there and done that” in hopes that these lessons will help budding entrepreneurs as they start and grow their businesses.

In 2020, we opened The Chase Studio to capture stories of all those that come through the doors.



06

Thousands of Successful Founders



2020 Program Participants

The EC serves over 2000 entrepreneurs annually. These featured founders are involved in our high touch programs.

INFLIGHT

PROJECT HEALTHCARE



Jade & Kevin Bazile



Charles Brandon



Donna Pokowitz



Alex Wigton



Jo Adel Adeola



Ogechi Anyatonwu



Sean Switzer



Kirstan Vandersluis



Doug Hughes



Ashley Ray



Amanda Latifi



Nielah Burnett



Martin Leamon



Dr. Deb Enright



Justin Ploof



Felicia Jackson



Scott Cadora



Kirkland Brooks



Rutledge Long



Scott Campbell



Ryan Reisdorf



Alisha James



Trae Willis



Riley Vasquez



Brian Forrester



Bill Martin



Mohammed Memon



Zeljko Jake Petrovic



Joseph Spradley



Domonique Townsend



Mitesh Rao
Sean O'Brien



Subrata Debnath

2020 Program Participants

PROJECT MUSIC & ENTERTAINMENT



Doug DeAngelis



Roy Scott



Emily Satterlee



Marcus Blackwell



Graeme Winder



Dr. Ed Large



RJ Bee



Stuart Bostock



Brady Hoggard



Peter Karpas



Sarah Beth Perry

TWENDE



Tony Murrell



Danielle McGee

ENTREE SAVVY



Susan Vanderbilt



FITZBOT, LLC



Dwayne Bullock



Nielah Burnett



Ana Corona



Mary Williamson



Karen Williams



Andreall Moore



NURTURERS OF NASHVILLE, LLC



Nastasha Marshall



Curtis Payne



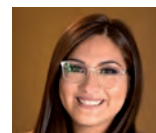
PRESERVATION, LLC



Rodney Freeman



REDG PHOTOGRAPHY



Itzel Gonzalez

URBAANITE NASHVILLE
sharing a city



Ashley Curry



Domonique Townsend

07

A Decade of Excellence



Our Strong Roots

We live in a city filled with successful entrepreneurs that made Nashville what it is today - booming in healthcare, music and entertainment and other industries. Rooted in our history, Nashville is a city of successful entrepreneurs.

From Hall of Fame recipient, Charlie Martin, to Brian Fox, we have a wealth of successful entrepreneurs that we can all learn from. This is Nashville's biggest differentiator. Talent goes where talent lives.

More than a decade ago, the Nashville Area Chamber's Partnership 2010 initiative defined our role - to connect the experienced, successful entrepreneurs with the next generation of entrepreneurs to fuel the entrepreneurial circle. The EC's founding was truly a community-wide collaboration bringing together 75 leaders of Nashville's entrepreneurial and business communities to serve on a task force to define needs and create solutions. We started with founding of a virtual resource center but with much need and much to offer, we incorporated as a 501(c)(3) nonprofit moving soon to a 19,000 square-foot location.

Our 25-member Board represents successful entrepreneurs and business leaders in healthcare, real estate, music, finance, technology, strategy, education and other industries. Active ex-officio members represent community partners: **Nashville Area Chamber, Nashville Healthcare Council, Nashville Technology Council, Google for Startups, Marion Ewing Kauffman Foundation and Entrepreneurs' Organization.**

The EC's \$2.7M operating budget consists of 31% earned revenue from cohort tuition, membership, space rentals and event fees. Contributed revenue represents 69% from corporate partners, sponsorships, individuals and grants. Development plans include growth of our multi-year corporate partners, such as Mitsubishi and Dell for Entrepreneurs, our McWhorter Circle giving society, the launch of the EC Alumni group and a Phase 4 Successful Entrepreneurs group who bring their expertise and experience to help entrepreneurs as they navigate their own businesses--saving time, money and resources on their path to success.



10-Year Timeline

Partnership 2010 initiative of the Nashville Area Chamber of Commerce brought together a 75-member Entrepreneurship Task Force charged with analyzing the strengths and weaknesses of Middle Tennessee's entrepreneurial ecosystem, benchmarking against peer communities and identifying opportunities for greater support.

EC Launched as an official 501(c)3

Entrepreneur's Hall of Fame launched

2007

2009

2011

2008

2010

2012

Task force presented its recommendations in 2008

The EC became the front door for entrepreneurs aspiring to create companies in Nashville with the opening of its flagship facility at 105 Broadway in August of 2010.

Co-created and hosted first NEXT Awards

10-Year Timeline

EC moved to Trolley Barns
(current location)

2013

PreFlight launched

2014

Launched these accelerator-style programs: Project Music, Project Healthcare, InFlight, diversity scholarships for our PreFlight program to entrepreneurs from underrepresented backgrounds.

2015-17

2018

Inflight and Navigation launched

2019

Twende for Founders of Color launched

2020

Became a Virtual First Organization to address the needs of entrepreneurs during the COVID-19 pandemic; Launched Renew Nashville and Pitch for Good, and more.

Notable Alumni



Channing Moreland
& Makenzie Stokel



Austin Dirks



Michael Brody Waite



Marcus Cobb



Chris Hefley & Jon Terry



Mitesh Rao



Shani Dowell



Jason Moore



Extending Our Reach. Raising Our Profile.

Since opening its doors in 2010, the EC has partnered with and been recognized by numerous outside organizations, including the White House, U.S. Department of Commerce, Google for Startups, Dell for Entrepreneurs and Ewing Marion Kauffman Foundation.

- We have **300+** expert volunteer advisors as part of our advisor network.
- Since 2011, **27** exceptional entrepreneurs have been inducted into the Entrepreneurs' Hall of Fame.
- The EC partners with Google for Startups as one of **16** Tech Hubs in North America to help our local Nashville startup community thrive.
- Dell for Entrepreneurs works with the EC to deliver valuable resources to Nashville's entrepreneurial community by offering end-to-end, scalable technology solutions for growing businesses.



08

Partners + Donors





Partners Help It Happen

As a non-profit organization, the EC relies on the generous support from donors to give time, money and expertise to fuel the EC's mission. We work with individual donors, the business and investor communities, foundations and local, state and federal governments to provide the resources needed to help entrepreneurs turn their ideas into a reality.

Combining this support with the EC's experience in delivering world-class programming and connections to industry leaders, allows the EC to help entrepreneurs increase their likelihood of success.

Supporting Partners provide philanthropic support which fuels the EC's mission to equip entrepreneurs and innovators with the critical resources to create, launch and grow businesses.

Program Partners are aligned with one or more of the EC's signature entrepreneurial education programs to provide program funding, industry insights and business expertise to help entrepreneurs build their businesses.

Innovation Partners have a unique opportunity to identify and help influence entrepreneur solutions and innovations that align with the partnering company's vision and strategy.



Thank you to our 2020 Supporting Partners



2020 Program Partners

InFlight/Preflight



Project Healthcare



Project Music & Entertainment



Twende



"We are so proud to support the Nashville Entrepreneur Center and its members. Entrepreneurship empowers individuals and fuels growth and opportunities in our community. Here's to another 10 years!"

Allen and Erin Baler
Baler Family Foundation



Power of 10 Sponsors

Throughout 2020, the Nashville Entrepreneur Center celebrated its 10th year of serving as the “front door” for entrepreneurship in our city, helping thousands of entrepreneurs to connect with the resources and community they needed to be successful.

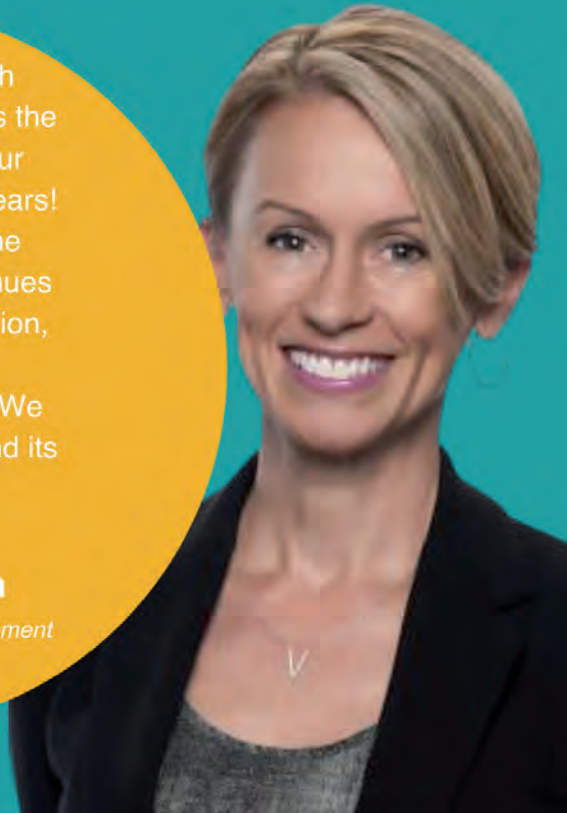
We thank the many financial donors who stepped forward during the #Powerof10 Campaign to support the work of the EC. Donors include:

Teresa JW Bailey	Aaron D. Cohen	Ashlyn Hines	Donna Mattick	Adam Sinks
Baler Family Foundation/Erin and Allen Baler	Continuum Planning Partners/Andy Faught and Abby Spaulding	Michael Hodges	Heather McBee	Tim Sinks
BrainTrust/Sherry Deutschmann	Core Development/Mark Deutschmann	Dan Hogan	Darren Metz	Dee Anna Smith
Kath Carter	Corsair Distillery/Darek Bell	Ingram Industries/John Ingram	Ryan and Katherine Moses	Erin Tolbert
CityLights Condominiums/ Joe Owens and Don Meeks	EOA Architects	Lisle Parham Private Wealth Management	Linda Rebrovick	Kelli Turner
	First Farmers/Bill Nigh	Lovell Communications/Rosemary Plorin	Reed Communication/Lauren Reed	Wagon Wheel Title/Angie Lawless
	Headsets/Mike Faith	Scott MacKenzie	Joe Scarlett	
			Showhomes/Bert Lyles	

Powered by: BrainTrust, CityLiving Group, Ingram Industries, Joe Scarlett, Kath Carter, Lisle Parham Wealth Management - Private Wealth UBS

"Lisle Parham Wealth Management celebrates the Nashville Entrepreneur Center for the first 10 years! We look forward to the future, as the EC continues to exemplify collaboration, ingenuity and the entrepreneurial spirit! We support your mission and its impact on Middle Tennessee!"

Jana Lisle Parham
Lisle Parham Wealth Management
Private Wealth UBS



Special thanks to



The McWhorter Circle

The Nashville Entrepreneur Center is grateful to honor a true pillar in Nashville's entrepreneur community, R. Clayton McWhorter, through the founding of The McWhorter Circle, an annual giving society of leaders and visionaries committed to supporting the EC's mission.

2020 McWhorter Circle Members

Platinum:

Jane and Greg Allen	Joy and Tinker Kelly	Jean and Denny Bottorff	FCA Venture Partners/ Nancy Allen, John Burch, & Matt King	Ann Johnson	Wesley Shutt
David Baxter	Darren Metz	Samantha Boyd	Stephanie Fletcher/ AllianceBernstein	Denice and Milton Johnson	Saurabh Sinha
Lucius Burch	Phylanice and Turner Nashe	Mary and Bill Brennan	Elizabeth and Bryan Frist	Rebecca and David Klements	Holly and Clint Smith
Betsy and Ryan Chapman	Anissa Nelson-Carlisle	Judith Bright	Melissa and Bobby Frist	Meredith and Jimmy Leach	Abby Spaulding
Beth and Randy Chase	Pam and Phil Pfeffer	Cathy and Martin Brown	Kimberly Pace-Furse and David Furse	Anne and Arnie Malham	Nancy Stabell
Dan Crockett	Linda and Art Rebrovick	Howard and Karen Burris	Joe Galante	Kate Malone Jackson	Eric and Nanci Thrailkill
Dana and David Curtis	Joe and Dorothy Scarlett	Katherine and Mike Cannata	Christi and Landon Gibbs	Leigh Anne and Stuart McWhorter	Judy and Steve Turner
Mark Deutschmann	Dee Anna and Hubie Smith	Trudy and Bill Carpenter	Debbie Gordon	Janet and David Miller	Kelli Turner
Sherry Deutschmann	Leah and Jim Sohr	Sandy and Dean Chase	Carlana and Aubrey Harwell	Jason and Mary Moore	Mary Glenn and Dave Vreeland
Jamie and Jimmy Granbery	Jimmy Spradley	Gina and Jeff Drummonds	Kelly Baker-Hefley and Chris Hefley	Nick Odgen	David Waddell/ Waddell & Associates
Guy Brown/Jay Chawan and Tera Vazquez	Kathy and Jon Yarbrough	Meg Epstein	Martha Rivers Ingram	Tom Raney/JE Dunn Construction	John West
Angela Humphreys and Joe Cashia	Gold: Erin and Allen Baler	Susan and Jason Epstein	Malinda and Joe Ivey	Nancy Schultz/North Highland	Noel Williams
Stephanie and John Ingram	Bo Bartholomew	Jennifer and Andy Faught		Laurie and Jim Seabury	
	Angela and Jerry Bostelman				



Clayton McWhorter, the EC's founding Chair, helped hundreds of entrepreneurs and leaders throughout his life and is remembered for the four guiding principle that were his legacy to those he mentored.

Be Prepared
Find a Mentor and Be a Mentor
Act Like an Owner
Give Back

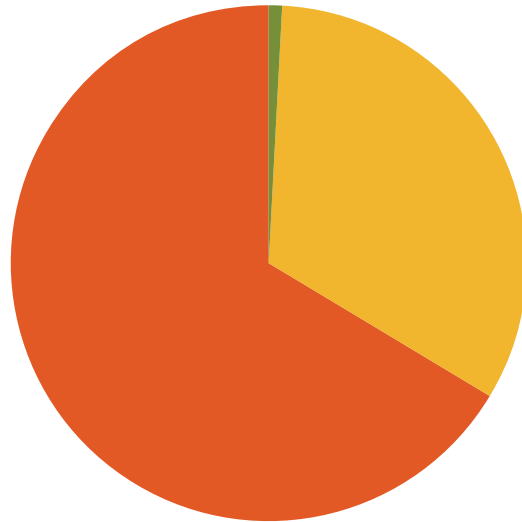
Financials



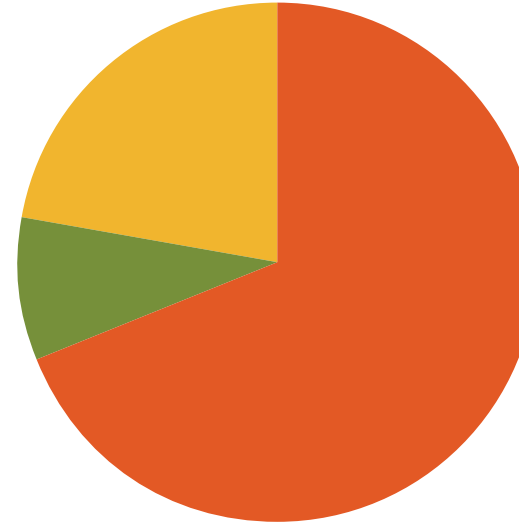
Financials

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2019 Revenue



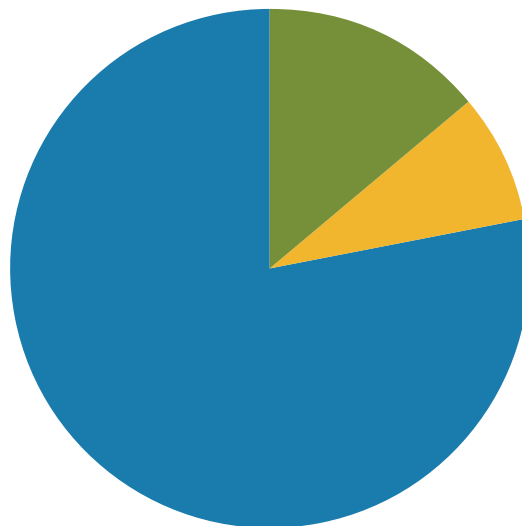
2020 Revenue



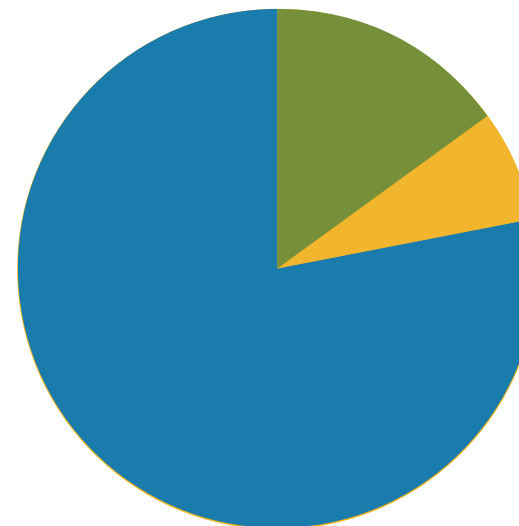
2019	REVENUE \$	2020
\$771,699	● Earned Revenue*	\$607,484
\$1,576,898	● Contributed Revenue	\$1,925,279
\$13,259	● Other & Investment Income*	\$239,858
\$2,361,856	Total Revenue	\$2,772,621

2019	EXPENSES	2020
\$1,959,485	● Programming	\$1,826,765
\$355,447	● Fundraising	\$362,628
\$195,968	● Administration	\$154,869
\$2,510,890	Total Expenses	\$2,344,262

2019 Expenses



2020 Expenses



*Other and Investment Income increased in 2020 due to recognition of PPP Loan forgiveness and results to the first year of endowment fund investing. Earned Revenue decreased in 2020 due to the pandemic-related cancellation of the NEXT Awards and COVID-19 impact.



**Thank you to all who helped make the past decade a huge success.
Stay connected and help Nashville turn ideas into reality.**



ec.co