

infinite possibilities

WE ALL WIN WHEN ANYONE WHO WANTS TO START A BUSINESS IN OUR
COMMUNITY HAS THE OPPORTUNITY AND A PLATFORM TO BE SUCCESSFUL.



**START
GARDEN**

OPPORTUNITY STARTS HERE

What is Start Garden?

**START
GARDEN**

Since its introduction in 2012, Start Garden has been a catalyst to launch hundreds of new entrepreneurs in the region. As ecosystem builders, we identify barriers that prevent entrepreneurship and innovate new ways to remove them. We're known for injecting more than \$400,000 a year directly into new entrepreneurs, though the most important capital we invest is the social and intellectual resources of our remarkably diverse team.

We continue to develop system-wide solutions to serve entrepreneurs and innovators thanks to all of our financial partners. Among our strongest supporters are the DeVos Family Foundation, WK Kellogg Foundation, Grand Rapids Community Foundation, Meijer DEI Initiatives and The Grand Rapids SmartZone.





WHAT IS THE 100?

Every year, we select 100 aspiring entrepreneurs to receive a \$1,000 seed grant that helps them prepare for our Demo Day competition.

During this annual event, they vie to be among the final 10 to receive an additional \$20,000 to launch their ventures. Through our targeted approach, The 100 successfully eliminates the advantage of zip code, education level and income to produce the most diverse set of high-potential entrepreneurs in the region.

From tech companies to neighborhood social ventures, The 100 launches talent from every corner of our city, working in every sector.



THE 100 | DEMOGRAPHICS



GENDER

1%

SELF
DESCRIBED

46%

MEN

53%

WOMEN



ETHNICITY

41%

AFRICAN
AMERICAN

15%

LATINO
AMERICAN

1%

OTHER

40%

CAUCASIAN

3%

ASIAN



INCOME

11%

<\$20K

29%

\$20K-\$50K

22%

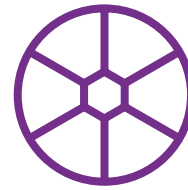
\$50K-\$70K

16%

\$70K-\$100K

22%

\$100K+



INDUSTRY

20%

PRODUCT

26%

SERVICE

7%

SOCIAL IMPACT

25%

TECHNOLOGY

18%

FOOD

4%

RETAIL

5X5

DATE MARCH 26 2019

PAY TO THE ORDER OF CURLCASE
FIVE THOUSAND

\$5,000

00/100

DOLLARS

FOR WEAR YOUR CURLS MARCH 5x5 NIGHT

MEDIC
SMARTZONE

START
GARDEN

SPECTRUM HEALTH

START GARDEN

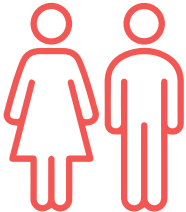
WHAT IS 5X5 NIGHT?

The monthly adaption of our annual 100 competition, 5x5 Night brings together 5 entrepreneurs each month who have 5 minutes to pitch their ideas with 5 presentation slides to 5 judges. One talented winner goes home with \$5,000 at the end of the night. The winning prize ensures that “bootstrap” capital is always available to help area entrepreneurs move their ventures forward when they’re stuck.

Our alumni have gone on to raise more than **\$28,000,000** and create more than **200 jobs**.



5X5 NIGHT | DEMOGRAPHICS



GENDER

0%

SELF
DESCRIBED

60%

MEN

40%

WOMEN



ETHNICITY

22%

AFRICAN
AMERICAN

30%

LATINO
AMERICAN

4%

OTHER

40%

CAUCASIAN

4%

ASIAN



INCOME

13%

<\$20K

24%

\$20K-\$50K

36%

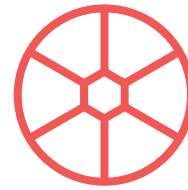
\$50K-\$70K

18%

\$70K-\$100K

9%

\$100K+



INDUSTRY

11%

PRODUCT

33%

SERVICE

7%

SOCIAL IMPACT

20%

TECHNOLOGY

22%

FOOD

7%

RETAIL



THE SPACE

Community is the secret sauce to everything Start Garden does to build the entrepreneurial ecosystem. It's where talent, knowledge and investment are found through the exchange of social and intellectual capital. Today's community of entrepreneurs will be the shoulders that tomorrow's entrepreneurs will stand on.

Our 16,000 square foot incubator space in the heart of downtown Grand Rapids has been home to a wide range of startups. Our alumni include startups that have grown to be valued in the hundreds of millions of dollars.

In order to make the space accessible to all entrepreneurs, we offer month-to-month rent at very low rates:

- **\$150/month for drop-in members**
- **\$300/month for a dedicated desk**
- **\$1,200/month for dedicated team space**

SPONSOR LEVELS

All levels include year long recognition on the Sponsor Wall in the 40 Pearl Incubator, with 4,000+ annual visitors.

5x5 NIGHT EVENT SPONSOR

\$7,500

- Intro at 5x5 event
- 5x5 judge
- Presentation of award
- Logo on award check

DEMO DAY SPONSOR

\$10,000

- The biggest entrepreneur celebration of the year
- 1,000+ visitors in 2 hours
- Be a judge at the competition
- VIP Lounge
- Event sponsor recognition
- Logo on Demo Day T-shirt

5X5 SERIES SPONSOR

\$25,000

Annual 5x5 Series Sponsor

- Recognition at all 5x5 Night events
- Invitation to participate as a judge at certain events
- Introduction and award presentation at events

100 CATEGORY SPONSOR

\$25,000

Sponsor competition category:
Tech - Food - Product - Service -
Social Impact - Retail

- The biggest entrepreneur celebration of the year
- 1,000+ visitors, entrepreneurs and investors attend in 2 hours
- Benefits of Demo Day Sponsor

DEMO DAY LEADERSHIP

\$50,000

- Demo Day VIP Lounge sponsor
- Provide gift bag to all 100 entrepreneurs at Demo Day
- Event T-shirt with your logo
- 2nd Tier Sponsor of Demo Day behind Premier Level
- Logo on all web platforms startgarden.com, 5x5night.com, 100.startgarden.com

100 LEADERSHIP LEVEL

\$75,000

- 6 months events & social media recognition promoting 100
- Sponsor of Check Pickup event, day after the 100 are announced
- Provide gift bag to all 100 entrepreneurs at Check Pickup
- Logo on journals for the 100
- 2nd Tier Sponsor of Demo Day behind Premier Level
- Annual sponsor of Start Garden
- Logo on all web platforms startgarden.com, 5x5night.com, 100.startgarden.com

PREMIER LEVEL

\$100,000

Premier sponsor recognition at all Start Garden events - all 5x5 Nights, all 100 events, Demo Day and various other events - for the year.

Premier level recognition on startgarden.com - 5x5night.com - 100.startgarden.com.

**START
GARDEN**