

BETA

HIGHLIGHTS FROM 2020

This year presented unique challenges that BETA used to transform programming and adapt to the many changes. BETA kicked off the year with the second State of the State event, hearing updates from local startups and experts in the Minnesota startup community community — one of the last in-person events before all BETA programming was transformed into digital experiences.




The team put on the first virtual BETA Cohort, thanks to our Entrepreneur in Residence Cihan Behlivan, and executed two virtual Showcases, along with the first completely virtual Twin Cities Startup Week — allowing the event to be more accessible and inclusive.

The BETA Board welcomed Allison Barmann and Clarence Bethea as

new members and also voted to expand the board from five members to seven to achieve our commitment to bringing more diverse voices to the organization. We expanded the cohort selection committee to include a diverse group of BETA founders and revamped our cohort curriculum to integrate diversity, equity and inclusion throughout all 12 weeks of programming.

Inclusivity and adversity were themes in our initiatives this year, as BETA aimed to bring the same value to programs like Bridge and Backers in a digital setting. And it seems to have worked — to date, BETA alumni raised \$632M, and hired 1,346 employees. We're proud to see this growth and be a part of this community!

Company Vitals

	2019	2020
 Number of employees	1,204	1,346
 Funds raised	\$358 M	\$632 M
 Monthly recurring revenue	\$7.0 M	\$8 M
 Number of startups	152	178

"[The BETA] accelerator program has been a tremendous asset to the IsoBlack team in terms of strategy, networking, and creating infrastructure... from day one the BETA team, the other entrepreneurs, and subject experts were quick to offer their support and advice in dealing with day-to-day challenges of running a startup."

- MOSES JAME | CO-FOUNDER, ISOBLACK | Spring 2019 Cohort

COHORT

2 Cohorts

27 startups
74 formal training sessions

SHOWCASE

2 Showcase Events

866 registered guests
41 participating startups

SPRING BRIDGE

10 unique companies
21 participating startups
40 meetings

FALL BRIDGE

- New Roundtable Format
- Digital healthcare
- Intentional Conversations and Connections

3 founders

3 corporations

BACKERS

15 investors involved
25 participating startups
52 meetings

PRESS

503 articles mentioning BETA alumni

2020 BETA ALUMNI HIGHLIGHTS



SEZZLE

Sezzle surpassed over 1M active customers & doubled employee headcount



HABITAWARE

Habitaware received a \$1M grant from the National Science Foundation



BIZZY COFFEE

Bizzy Coffee is an Amazon Best Seller and now in Walmart



OMNIA FISHING

Omnia Fishing closed a seed round of \$1.5M

SPONSORS

The growth experienced in 2020 could not have been possible without the generous support of these sponsors.



"We sincerely appreciate your efforts arranging meetings with the corporations. For many of us there is enough potential business just in the metro area to fuel significant growth for a start up. If we can even close one deal from the Bridge, it will be worth the time."

- Summer 2020 Bridge Startup Participant

"It was extremely well organized. It's always a great opportunity to have a third-party introduced startups and entrepreneurs to investors. While we only had one interview, only takes one. I very much appreciated the event."

- Fall 2020 Backers Startup Participant

"It was a great opportunity to practice pitching. The attendees were curious, genuine and provided valuable feedback."

- Fall 2020 Showcase Startup Participant

"Very fun connecting directly to people interested in our idea! Every conversation was meaningful and we connected with everyone outside of the platform."

- Summer 2020 Showcase Startup Participant