

## Recap 2020

2020 was a tumultuous year for just about everything, including Twin Cities Startup Week, but we made it a success nonetheless! Transforming the entire festival into a virtual experience, we partnered with local corporations, founders and startup experts to present six tracks full of digital sessions, workshops and panels.

Spread out over three weeks, we bookended the festival with socially-distant opening and closing parties. Despite this year's challenges, we were able to foster collaboration in the community, host diverse discussions — over two-thirds of panels featured female thought leaders and one-third featured entrepreneurs of color — and have some fun along the way, too.

We're excited to share this data with you that encompasses this year's unique experience made possible by our partners, speakers, volunteers, core team and the community. Thanks to everyone who was a part of TCSW 2020!

### A thank you to our title sponsors



JPMORGAN  
CHASE & CO.



**8,000+**  
ATTENDEES

**213**  
SESSIONS

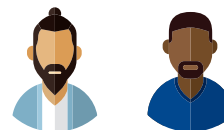
**59%** first-time attendees



**525**  
speakers

**62**  
fly-ins

**247** or **69.35%**  
panels featuring  
female thought leaders



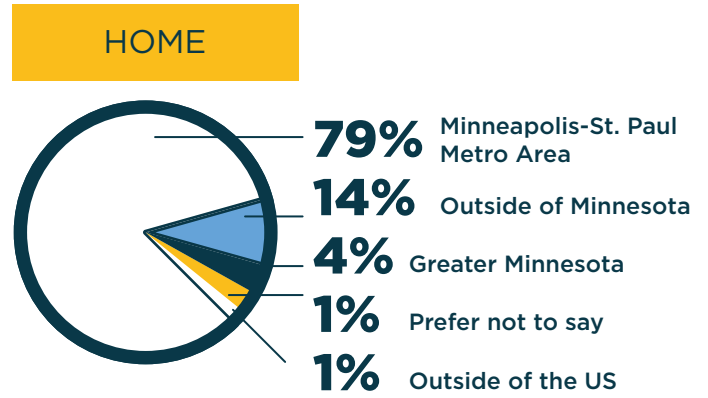
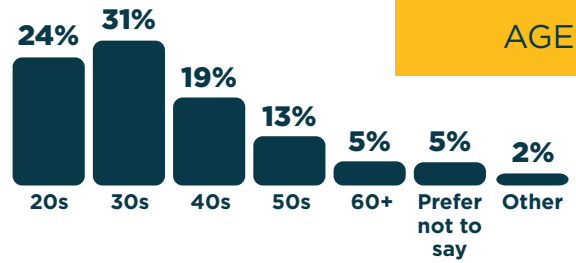
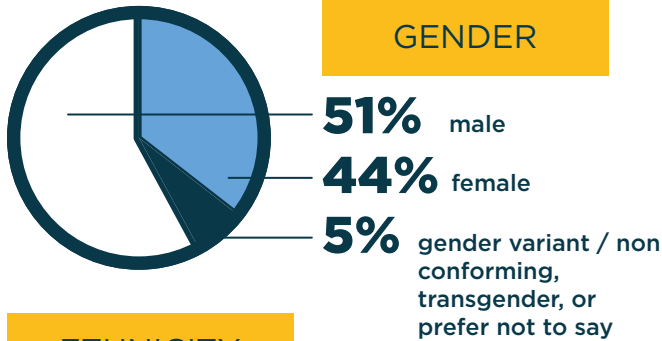
**107** or **39.7%**  
panels featuring  
people of color



*I attended for the first time in 2018, volunteered in 2019 and became a speaker in 2020. Each year I had opportunities to make new connections and that have become lasting relationships. Through the speaker happy hour breakout session, I met someone who connected me to with a local business who invited me to write for their blog.*



# Audience Breakdown



*I'm a long-time tech founder, but have been trying to shift from services to a startup product. TCSW20 gave me more info on how to do it, excitement about taking that path, and a kick in the butt to get started.*

*I felt that this was a very valuable experience. Great communication, well organized and efficient. As a sponsor/speaker I would 100% do this again.*

*I'm always inspired by the amazing founders and community members involved with TCSW. This is the most important event of my year every year. The energy I get from this event carries me through to the next one.*

*I was so impressed by the number of events and speakers - this was my first TCSW and I can only imagine what it is like to have that crowd gathering in person!*



NET PROMOTER SCORE: **55**

