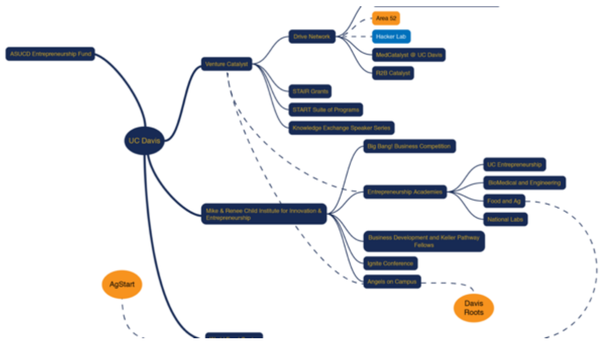
SPARKYARD℠

THE RIGHT RESOURCE AT THE RIGHT TIME

www.sparkyard.co

Sparkyard overview

Why Sparkyard?



Sparkyard overview

- Launched in November 2019
- Connects entrepreneurs to vital resources
- Fills critical gaps in our ecosystem
- Website, powerful database, staffed by experts
- Creates customized in-depth Spark Plans (action plans)
- Platform for releasing ecosystem data
- SourceLink = Sparkyard

Sparkyard overview

Founding Partners:

TCU Neeley School of Business

FORT WORTH®

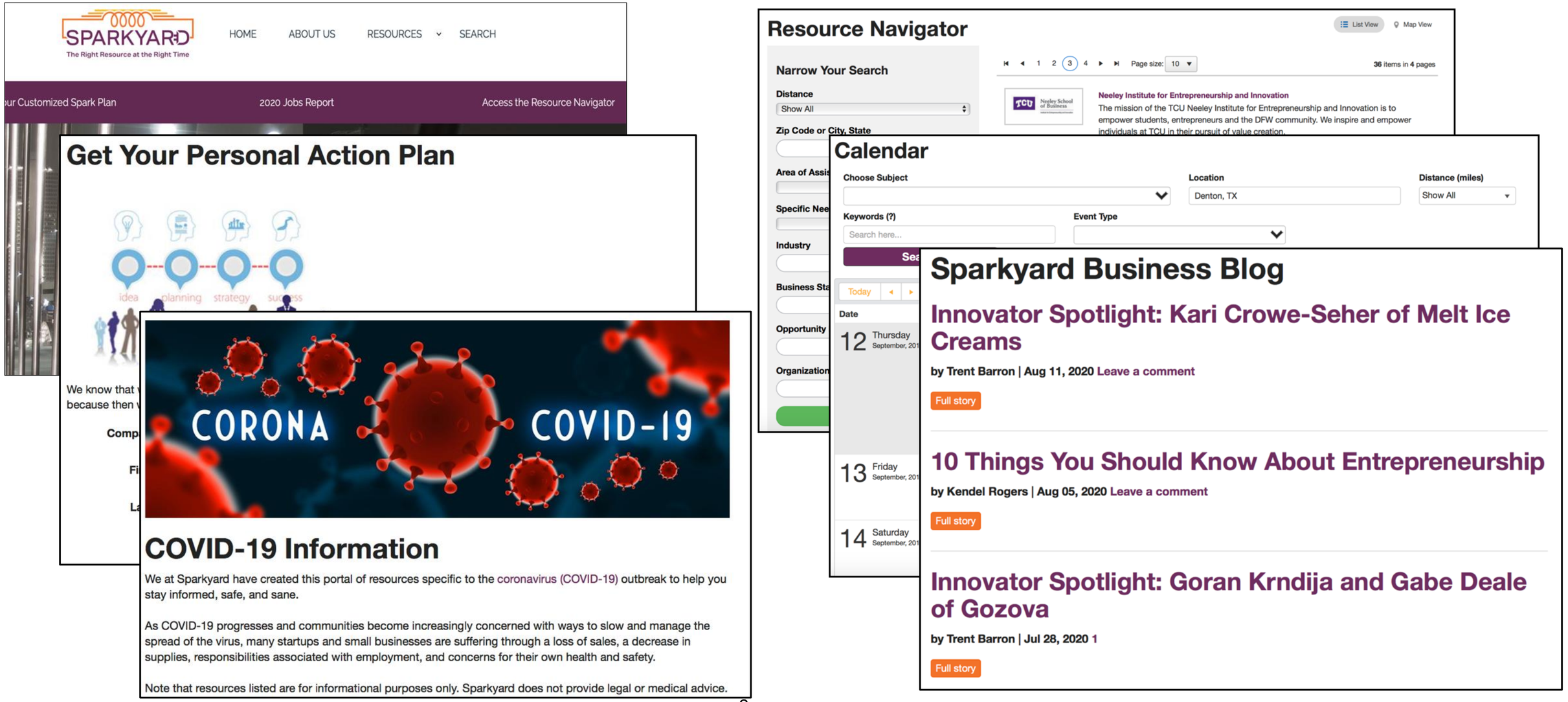
hsc™
THE UNIVERSITY of NORTH TEXAS
HEALTH SCIENCE CENTER at FORT WORTH

SPARKYARD

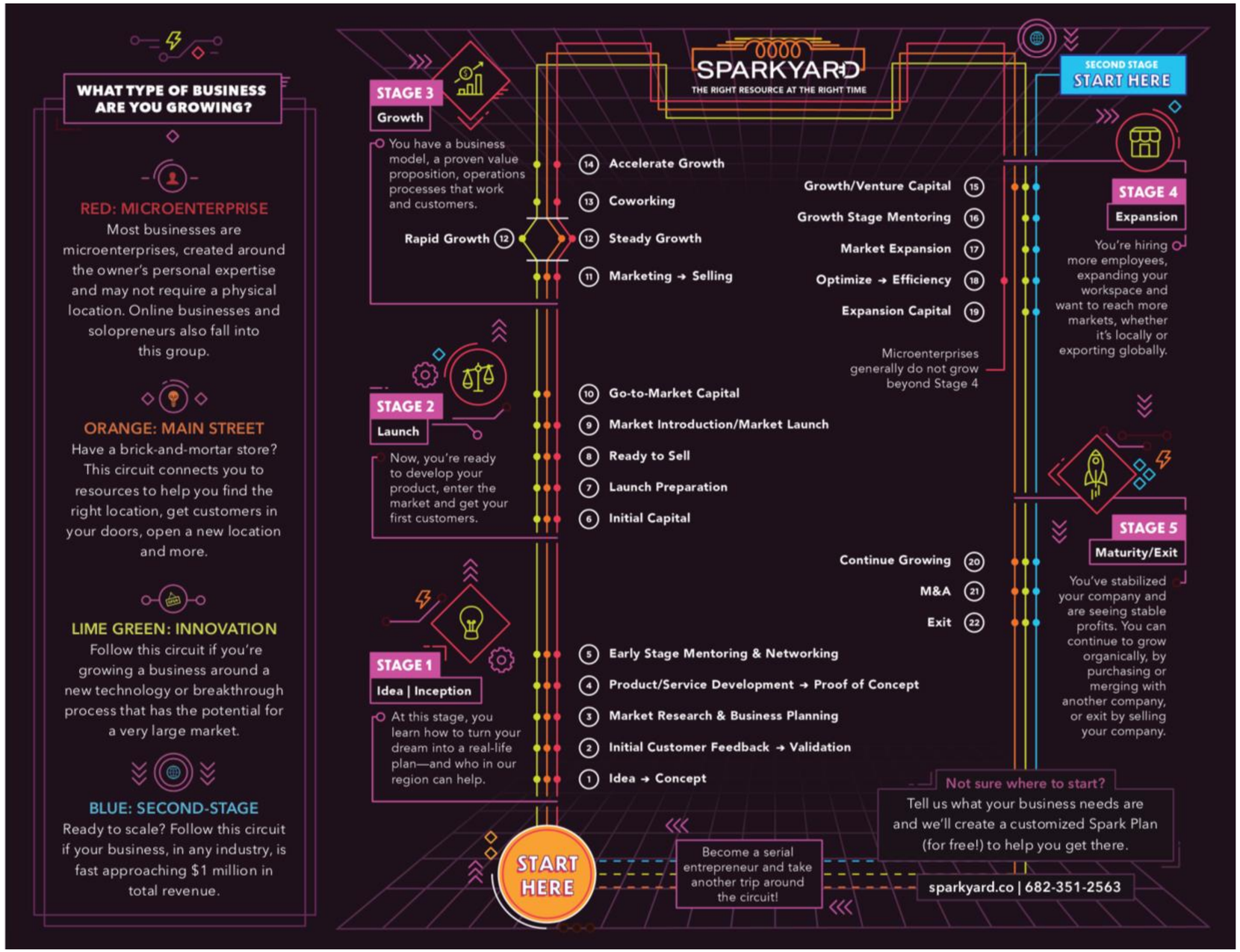
Sparkyard overview

What is Sparkyard?

Sparkyard services



Sparkyard growth circuit



Sparkyard performance metrics

November 2019 – January 2021

Client Assistance

	Searches on Resource Navigator	Request for Action Plan	Seek Assistance (email, hotline)	Referrals Made	Resource Navigator Partners
Grand Total	1,124	54	255	269	54

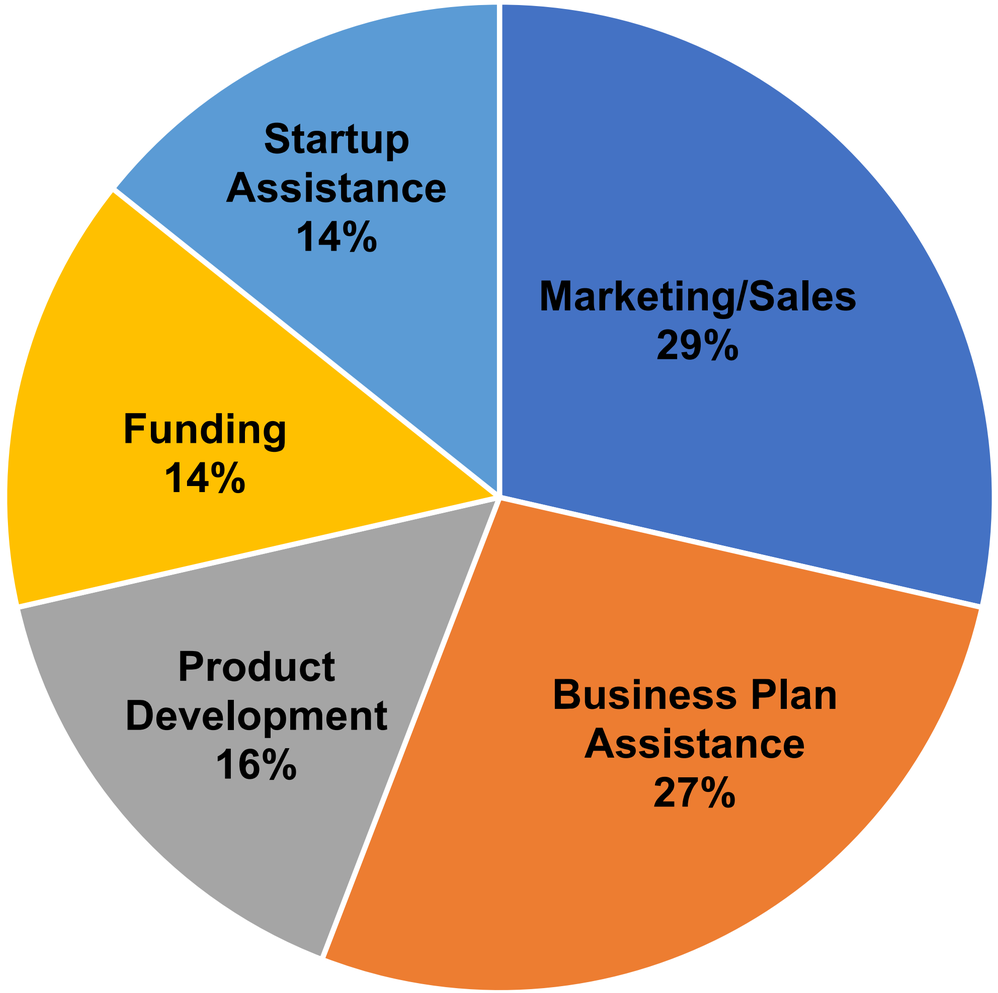
Website Metrics

	Users	New Users	Sessions	Sessions / user	Page views	Pages / session
Grand Total	11,341	10,703	19,040	2.0	39,886	2.3

SPARKYARD

User information

Help Requests by Category



SPARKYARD

FALL 2020 JOBS REPORT

25,157

JOBS CREATED IN TARRANT COUNTY IN 2018 BY FIRMS 0-1 YEARS OLD.

Fort Worth is the 13th largest city, Ranked 40th in Early Stage Capital

FORT WORTH

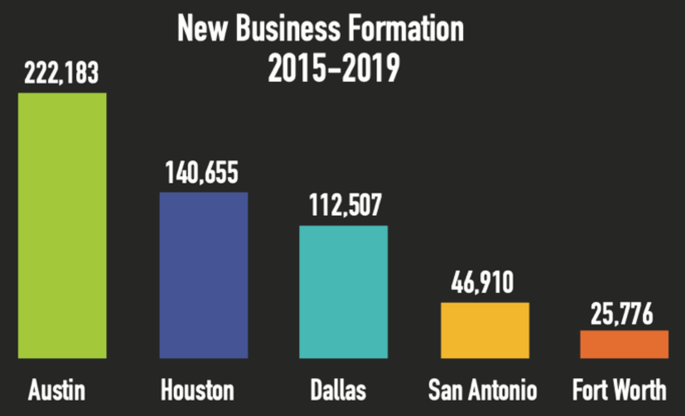
Rank	City	Early Stage Capital Raised (2015–2020)
35	Colorado Springs	$ 151,860,000
36	Jacksonville	$ 118,090,000
37	Milwaukee	$ 102,030,000
38	Omaha	$ 94,970,000
39	Albuquerque	$ 92,300,000
40	Fort Worth	$ 88,390,000
41	Bakersfield	$ 88,220,000
42	Louisville	$ 88,130,000
43	Oklahoma City	$ 77,400,000
44	Mesa	$ 75,980,000
45	Virginia Beach	$ 66,230,000

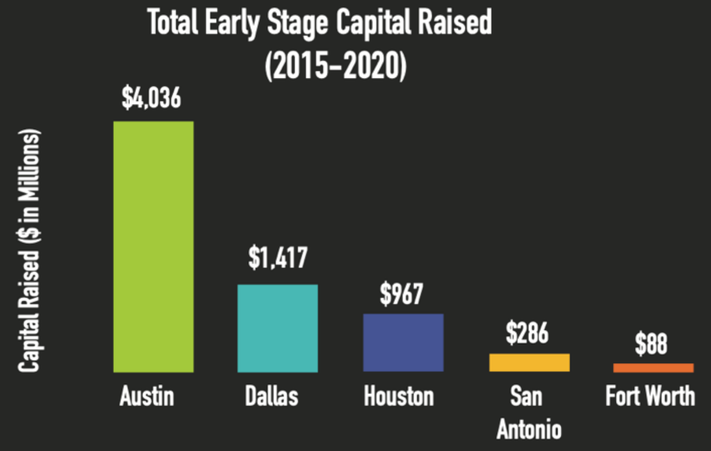
SPARKYARD

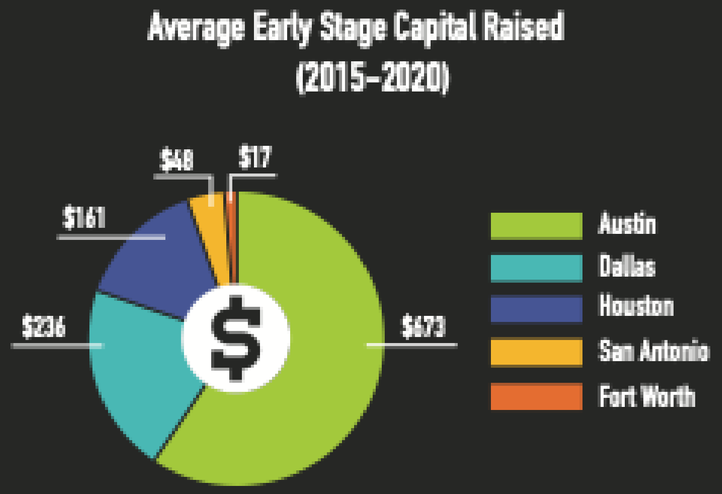
Source: PitchBook. Data includes Seed, Angel and Early Stage VC (Series A, B, C & round not disclosed).

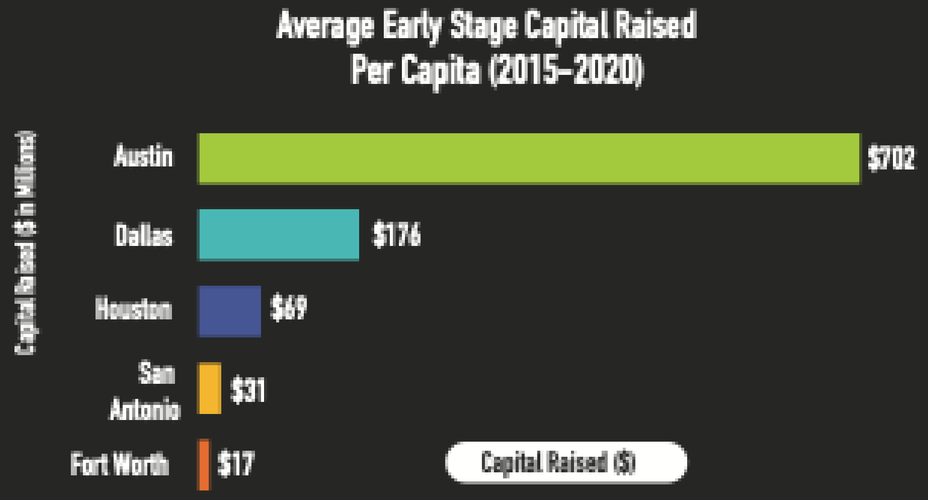
TEXAS STARTUP INDICATORS

HOW DOES FORT WORTH COMPARE?









SPARKYARD

Sparkyard partner investments

	City of Fort Worth	UNTHSC	TCU
TCU Initial Investment	-	-	$10,000
Year 1 Launch Costs	$25,000	$15,000	$15,000
Licensing Fees	$46,500	-	-
Personnel, Implementation, Operation	-	$545,000	-
TOTAL:	$71,500	$560,000	$25,000

SPARKYARD

Eda Grant award

- Grant amount: $562,500
  - HSC applied & won, will implement grant
  - HSC matching contribution: $112,500
- 2-year project (2021-2022)
- 10 new initiatives, including:
  - Translate website to Spanish & Vietnamese
  - Ecosystem dashboard
  - Co-founder matching service

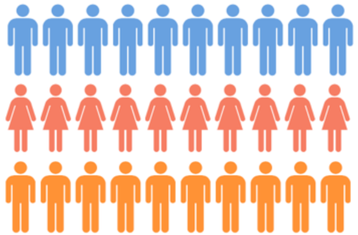
GLOBAL ENTREPRENEURSHIP WEEK FW TX

93 EVENTS

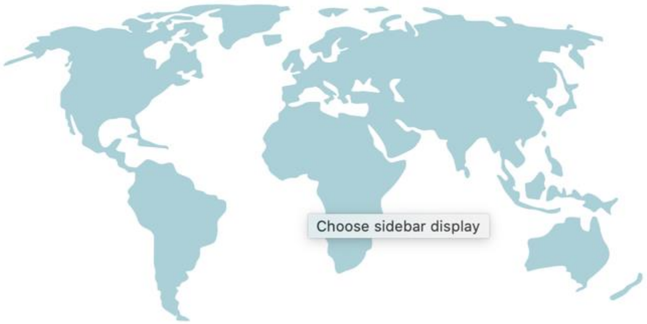
98% Participation in Events
9,377 Active Hours on Platform
45+ Community Organizers

1,593 ATTENDEES

66% Entrepreneurs
24% Community Advocate
10% Corporate Innovator



COUNTRIES 39



GEW FW Ranked #1 in USA
Events in 3 Languages
154 International Attendees

How can you help?

- Know Sparkyard exists
- Help us plug into your district
- Ask us questions about entrepreneurship