



**VENTURE CAFÉ**

**WINSTON-SALEM**

**50**

**gatherings**

**235**

**programs**

**serious**  
**impact**

# 2018 IMPACT REPORT

The Network Effect





# 11

theme nights

# 189

organizations represented  
in programming

# 29

organizations represented  
in demo tables

Clinical Trials  
BioConnects  
Sustainability Night  
Youth Empowerment  
Voice of the Entrepreneur  
Cybersecurity  
Lessons in Addiction  
Bring a "One" Night  
College Night  
Veteran Night / Education Unconference  
Pitch, Please

# programming for impact

# 235

programs

watch  
video







# building community

**2331** unique visitors

**6523** total visits

**19,569** connection hours

**3618** people on email list



reach: **100,000+**

engagement: **10,000+**

followers increased **86%** to **1,438**



followers: **1,187**

website clicks: **40+**

avg monthly impressions: **2,700**

 **2625**  
glasses of wine

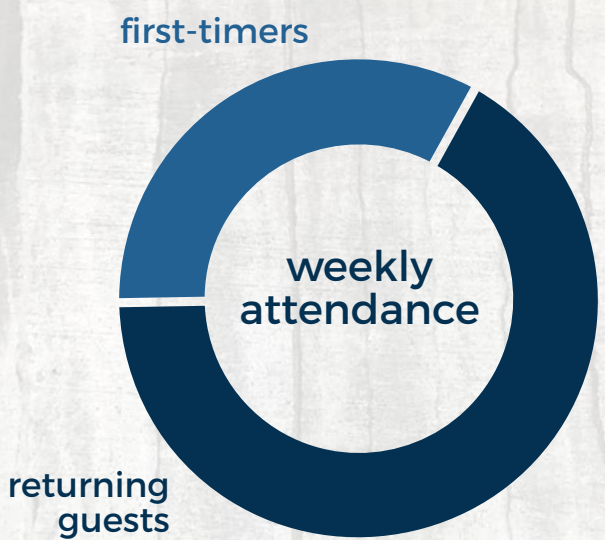
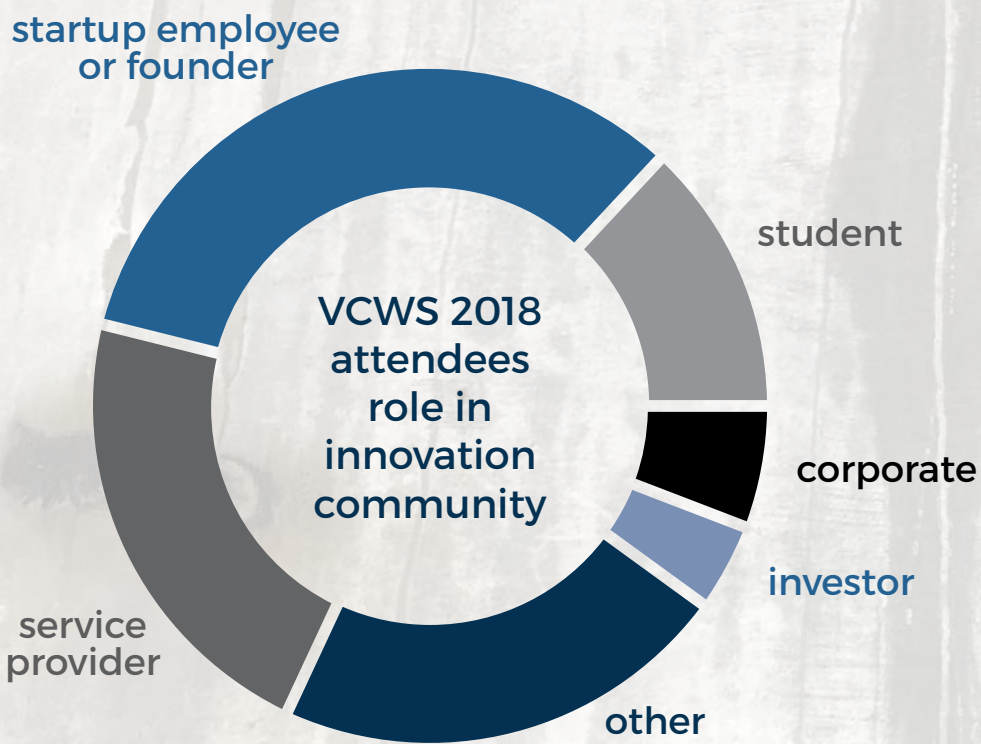
 **4875**  
glasses of beer

 **1541**  
cups of coffee

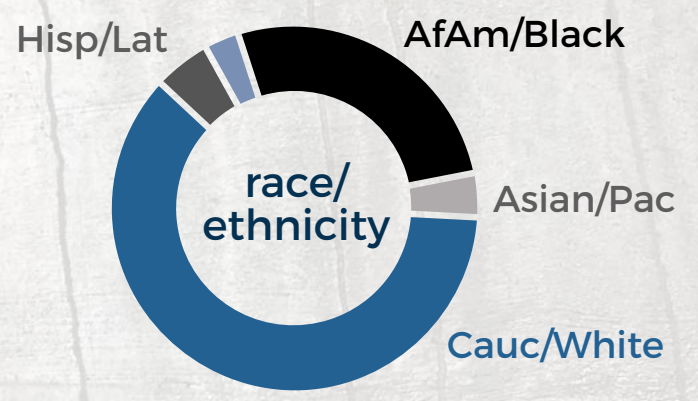
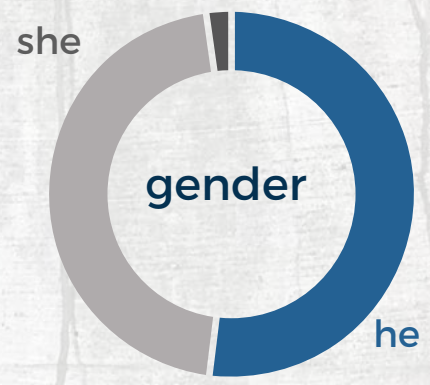
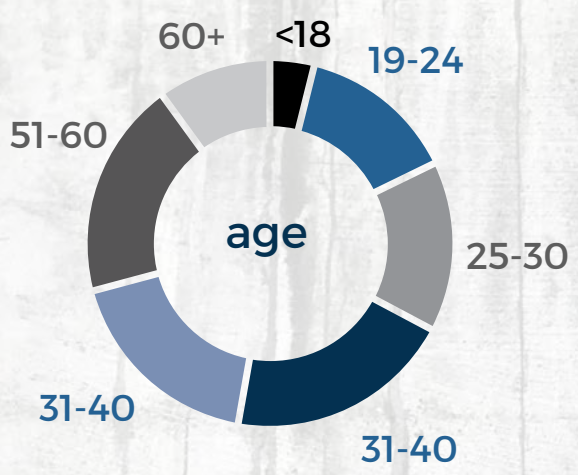


# championing diversity

“ Thank you, Venture Café WS, for your unwavering commitment to entrepreneurship, community, diversity, and so much more! Every Thursday I laugh, learn, and meet someone new, gaining connections to foster growth. In fact, we met one of our newest customers for our early-stage startup via an introduction from Karen. She and Susan are always there to help us succeed in anyway possible. Magic happens every Thursday at Venture Café!  
-Jeanna Carr, entrepreneur



2nd most diverse  
Venture Café globally







## sponsors

DataMax Foundation  
Wexford Science + Technology  
L. David Mounts Foundation  
Wake Forest Innovation Quarter  
The Millennium Fund  
BB&T

# making connections



“ My first time at Venture Café was awesome. I just moved to Winston-Salem from the Virgin Islands. Venture Café has definitely been a great asset in my entrepreneurship beginning as I recover from the hurricane. I look forward to more Thursday networking, laughing, learning, growing, being empowered, and feeling welcomed at this gathering of like-minded individuals who excite and inspire!”

– Carol Smith, entrepreneur

## global connections

Venture Café locations



Boston  
Miami  
Philadelphia  
Rotterdam  
St. Louis  
Sydney  
Tokyo  
Winston-Salem



# 54 regional ecosystem partners

ACCESS Center for Equity + Success  
The Black Chamber of Commerce  
Center for Creative Economy  
Center for Design Innovation  
Center for Private Business (WFU)  
City of Greensboro  
City of Winston-Salem  
Collab  
Downtown WS Partnership  
East Greensboro Now  
Elon University Doherty Center  
Elon Law  
Flywheel  
Forsyth Tech Small Business Center  
Girl on the Roof  
Goler Community Dev Organization  
Greensboro Chamber of Comm  
GSO Tech Comm College SBC  
High Point University  
HQ Greensboro  
Hustle  
Kenan Institute for the Arts  
Kernersville Chamber  
Launch Greensboro  
Leadership Winston-Salem  
Lewisville-Clemmons Chamber  
Mixer

New City Ventures  
New Ventures Accelerator  
North Carolina A&T  
Nussbaum Center  
Piedmont Business Capitol  
Piedmont International Univ  
Plant Seven/HP 365  
Salem College CWEB  
SBTDC  
SCORE  
SG Atkins Comm Dev Org  
The Forge  
Triad Minority Expo  
UNC Greensboro  
UNC School of the Arts  
Venture Café  
Venture South  
Wake Forest Innovation Quarter  
Wake Forest Law  
Wake Forest University  
Wake Health  
Wexford Science + Technology  
Winston-Salem Business Inc.  
Winston-Salem Chamber  
Winston Starts  
Women's Network of WS  
Winston-Salem State Univ

Many individuals also support entrepreneurial efforts in our ecosystem.

466 volunteer hours  
from 4 interns



## partnering to produce

Venture Café is a leader in a dynamic regional ecosystem, partnering to identify and fill gaps with new tools and resources. Because joint efforts create greater impact.



### Triad Connects

Entrepreneurs told us that getting their questions answered through Office Hours wasn't working. Founders want expertise on demand, while advisors want more control of their interactions. Together with Flywheel, Launch Greensboro and Protopia, Venture Café secured a joint grant from NC IDEA and launched TriadConnects.org in September. This AI-based platform matches questions with expert advisors in real time and gives advisors more selectivity for the startups they choose to help.

### ACCESS Center for Equity + Success

Together with Piedmont Business Capital, Venture Café was awarded a two-year grant to launch and run a center focused on the needs of under-served audiences. Slated to open in Spring 2019, the Center will focus on certification training and contract matching, access to capital, Opportunity Zones, and entrepreneur resource connections. The Center will be located in Bailey Power Plant.



# venturing out

Solidifying Winston-Salem's place on the map for entrepreneurship, innovation, and investment.

**WINSTON-SALEM** named a Top 5 Emerging Innovation Hub according to NationSwell

**NORTH CAROLINA** named Best State to Do Business according to *Forbes*



**15**  
investor  
meetings



**11**  
Innovation  
Quarter tours



**4**  
Innovation  
Suites rented



Venture Café receives **Echo Award** from Winston-Salem Foundation.

Triad business secures capital.

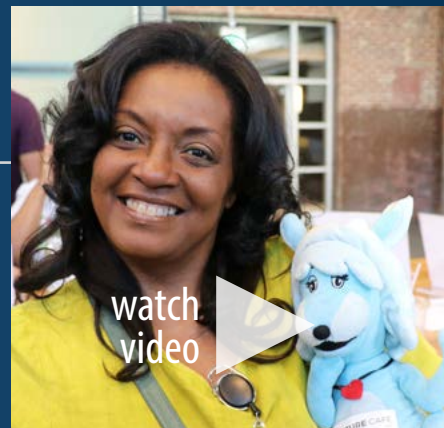
Venture Café moves to **Bailey Power Plant** in a “Power Move.”

VCWS coffee provider **Cam’s Coffee** opens location employing individuals with special needs.

Most Innovative Company Awards given to 3 Triad businesses.

VCWS attendee secures investment capital and a contract with PBS.

Venture Café **celebrates one year** in Winston-Salem.



# celebrating momentum

VCWS Executive Director Karen Barnes **recognized for innovation leadership** and named as a Triad **Power Player**.





WHY NOW

WHY HOW

WHY YOU

# looking forward

At VENTURE CAFÉ WINSTON-SALEM, we envision a community of thriving enterprises with a strong talent pipeline, a sizable venture capital community, and the most successful women and minority entrepreneurial community in the world.

## SPRING 2019

Launch of ACCESS Center for Equity + Success, serving minority- and women-owned businesses. This 1500 sq ft resource center in Bailey Power Plant will help historically underutilized businesses gain access to certifications, training, contracts, and capital to help them prosper.

**ACCESS**  
Center for Equity + Success

## SUMMER 2019

Secure Icehouse training from NC Idea. Train Entrepreneurial Mindset facilitators and establish first cohort.