

IMPACT REPORT:

Assessing the Effectiveness of
Creative Startups Accelerator



**creative
startups**

ACCELERATING ENTREPRENEURS,
BUILDING THE CREATIVE ECONOMY

CREATIVESTARTUPS.ORG

Leading Creative Economies



Austin, TX



Singapore



Philadelphia, PA



Minneapolis, MN



Boulder, CO



Lisbon, Portugal

THE CREATIVE INDUSTRIES

3d printing (of creative goods)

Advertising

Animation

Architecture

Apps (for creative goods & services)

Artisanship

Crafts

Culinary

Design

Education Tech

Fashion

Film

Museums

Music

Photography

Publishing

Software (for creative goods and services)

Toys and Games

TV & Radio

Video Games

Virtual Reality

USA workforce employed in creative industries =

9.75%





Applicants
Mentors
Partners
Expansion Sites

Creative Startups' Global Community

Accelerator Elements

1

Global
Marketing

2

6 week
Online
Course

3

Deep Dive
Week

4

Seed
Investment Pool

5

Long-term
Mentoring

"The program blew me away. It was tough, it really pushed me to think and rethink everything about my company. But now I'm ready to think big, go big."

~ Karen Graves, 2014 Alum

2015 Startups



Digital Media



Digital Publishing



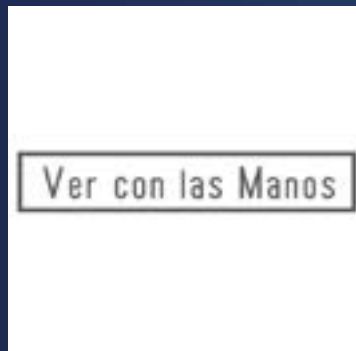
3D Printing



Fashion



Virtual Reality



3D Printing



Media and Art



Fashion



Design/Luxury Goods

2014 Startups



Fashion



Education Tech



Film



Film



Publishing



Digital Media



Experiential Art



Art and Design



Publishing



Education Tech



Education Tech



Fashion

Snapshots of Success



"The most valuable part of Creative Startups is the network: its like a customized group of people who know how to specifically help you."

~ Sydney Alfonso, Founder of Etkie

Etkie Sales Growth

2014 = \$35K

2015 = \$215K



"I was amazed by the quality of mentorship and network connections. Creative Startups was life changing."

~ Vince Kadlubeck, CEO, Meow Wolf

Meow Wolf Job Growth

2013 = 2

2015 = 80



"Thanks to Creative Startups we were more prepared... When we won the award they told us we really had our pitch and our model down."

~ Ivan Gris, Co-Founder, Inmerssion

Inmerssion Awarded

1st Place

by Disney and Microsoft Research Teams (11/2015)

Creative
Startups'
Results to
Date

144

JOBS CREATED

\$3.1

MILLION RAISED BY
STARTUPS

80%

STARTUPS
FOUNDED BY
WOMEN OR
MINORITIES

1500+

HOURS
MENTOR
ENGAGEMENT

Creative Startups' Results to Date

17 of 21

PARTICIPATING
STARTUPS STILL
IN BUSINESS

100%

TOP FINALISTS
REVENUES
GROWING

\$152k

AVERAGE
INVESTMENT
RAISED BY
STARTUPS

70

AVERAGE HOURS
EACH STARTUP
SPENDS WITH
MENTORS

SPONSORS



Ewing Marion
KAUFFMAN
Foundation

Fleischaker
Women's Legacy
Fund

SBA
U.S. Small Business Administration



 THE UNIVERSITY of
NEW MEXICO



 New Mexico
EPSCoR

WHO WE ARE

Founded in 2007, Creative Startups is the leading accelerator for creative entrepreneurs.

Creative Startups Team



Alice Loy, PhD
Co-founder



Tom Ageson, MBA
Co-founder



Amy Slater, MBA
Operations



Julia Chacon
Social Media



Ginny Sterpka
Outreach



Julia Youngs
Program Management



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CONTACT

Alice Loy, PhD
Co-founder

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alice@creativestartups.org

www.creativestartups.org

www.creativestartups.org



@createstartups

Creative Startups is a 501 c3 non-profit organization.