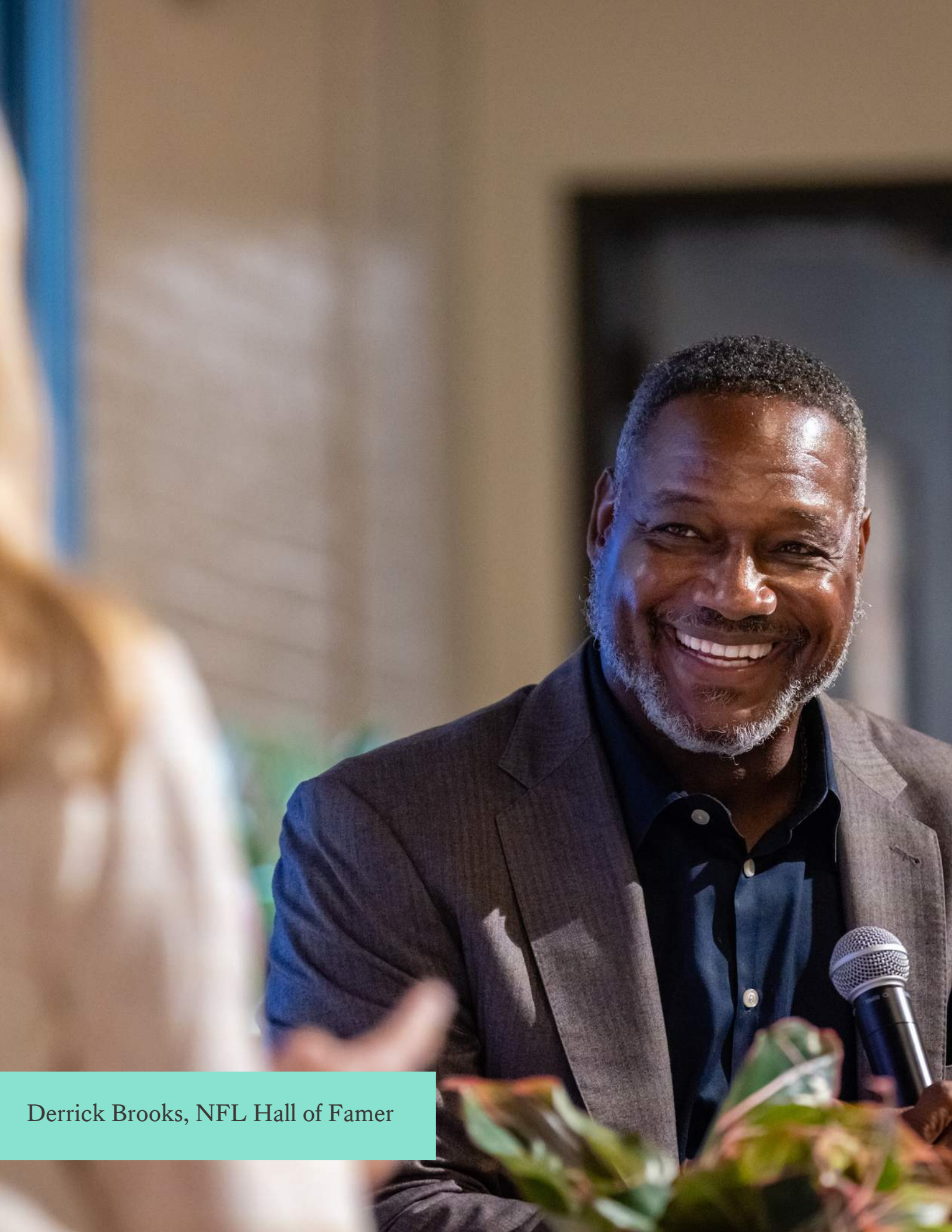




ANNUAL IMPACT REPORT

2022



Derrick Brooks, NFL Hall of Famer

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LETTER FROM THE CEO



2022 was a banner year for Embarc Collective. Now serving over 125 companies, we have achieved a level of density that enables connection, collaborations, and peer learning. We also expanded the breadth and depth of our offerings and raised the bar for ourselves for defining best-in-class startup support.

1 WE WERE RANKED AS A TOP INCUBATION PROGRAM IN THE WORLD BY UBI GLOBAL.

UBI Global recognized Embarc Collective as a top incubation program in the world. Within just three years, Embarc Collective has achieved the level of impact to merit this global recognition and now gains the distinction of being only one of two US-based programs in the top rankings overall for 2021-2022.

2 WE HOSTED THE 9TH ANNUAL STARTUP OF THE YEAR SUMMIT.

Embarc Collective was host to the national Startup of the Year Awards and Summit, powered by Established. We made sure that the 400 startups, venture investors, and corporate innovators attending from around the country experienced Tampa Bay's vibrant lifestyle and tech scene. Speakers at the event included Tampa Mayor Jane Castor; Jeff Vinik, Governor and Chairman of the Tampa Bay Lightning; Brian Murphy, Founder and CEO of ReliaQuest; Derrick Brooks, NFL Hall of Famer; and Jenn Limm, Co-Founder and CEO of Delivering Happiness.

3 WE EXPANDED OUR ROSTER OF WORLD-CLASS COACHES.

Coaching is an integral part of Embarc Collective's support model. Our experienced coaching team provided over 1,700 hours of individualized coaching to startups, which was a 50% increase from 2021. In addition to increasing the total amount of coaching, we grew the breadth of our coaching areas with new Growth Marketing, UX Strategy, and Engineering expert areas.

LETTER FROM THE CEO



4 WE BROADENED THE SCOPE OF OUR PROGRAMMING.

To keep up with the increasing diversity of our member startups' needs, our incredible team built new and thoughtful ways to support our companies, including our inaugural Investor Fly-In and Build Without Burnout Peer Groups.

5 WE OPENED THE RELIAQUEST AUDITORIUM @ EMBARC COLLECTIVE AND REALIZED OUR VISION TO BECOME THE CENTRAL LANDING ZONE FOR COMMUNITY TECH AND INNOVATION EVENTS.

The new ReliaQuest Auditorium @ Embarc Collective was the venue for over 160 events from around the country, and our Events team helped organizations deliver thoughtful, curated experiences, from technical meetup groups to corporate summits.

We thank each startup, supporter, and community member who has helped to shape Embarc Collective into the thriving community it is today. We can't wait for you to see what's in store for 2023.

—LAKSHMI SHENOY, CEO OF EMBARC COLLECTIVE



Lakshmi Shenoy, CEO
of Embarc Collective

EMBARC COLLECTIVE MEET

Embarc Collective is a nonprofit startup hub helping founders in Florida build bold, scalable, thriving companies. Since opening our 32,000-square-foot innovation hub in Downtown Tampa in early 2020, Embarc Collective has quickly become Florida's fastest-growing startup community, now serving a roster of over 125 early-stage startups and their 230 team members.

Startups of Embarc Collective have all-inclusive access to our community, space, and ongoing coaching. Our coaching support is delivered by on-staff startup veterans and is tailored to the unique goals and needs of each startup.





**WE MADE MOVES
IN 2022**

NAMED TOP CHALLENGER

UBI GLOBAL RECOGNIZED EMBARC COLLECTIVE AS A TOP INCUBATION PROGRAM IN THE WORLD IN ITS 2021 - 2022 RANKINGS OF BUSINESS INCUBATORS AND ACCELERATORS.

The UBI Global World Benchmark Study 2021-2022 named Embarc Collective as a Top Challenger in North America. UBI defines Top Challenger as a business incubator or accelerator that stands out due to its impressive overall impact and performance achievements relative to its respective regional peers.



Within just three years, Embarc Collective achieved the level of impact to merit this global recognition and gained the distinction of being only one of two US-based programs in the top rankings overall.

The performance and impact of Embarc Collective were measured across 21 KPIs against other programs from around the world. The Benchmark Study assessed 1,895 programs, received 356 applications, and ultimately benchmarked 109 programs. Just 41 organizations made the Top Performer or Challenger rankings.



MEMBER COMPANIES

Embarc Collective's model reflects the individual needs of each startup we support. Unlike a traditional incubator or accelerator, there is no assigned start and end date at Embarc Collective—startups remain supported by the Embarc Collective team until their needs outgrow our strengths.

This year, we celebrated the growth of two member companies, SiteZeus and Chattr, who transitioned to Alumni status. Both teams have scaled tremendously, so much so, that they've grown their team headquarters from within Embarc Collective to larger footprints in Tampa Bay. We are proud of both teams and to see our mission come to life—Florida's startup talent building bold, scalable, thriving companies.



MEMBER COMPANIES



MEMBER COMPANIES



MEMBER COMPANIES



MEMBER COMPANIES



MEMBER COMPANIES

SpotMyPhotos

TESSERACT
ventures

TURTO

STEMRAD

innoventures
TAMPA GENERAL HOSPITAL



STREAMING
advocate

THE
MAINFRAME

Vacayou

synapse

THRESHOLD 360



SynsorMed

TE TAMPA
BAY
FOSTERING ENTREPRENEURSHIP

VISITRY

<TagniFi



WanderSeat

Talinity
The Hire-by-Referral Community

trustate

Tampa Bay
Healthcare
Collaborative

TrustLayer

INTERESTED IN BECOMING A
MEMBER COMPANY?

LEARN MORE HERE:
[EMBARCCOLLECTIVE.COM/JOIN](https://embarccollective.com/join)

COACHING PROGRAM



Coaching is at the core of Embarc Collective's distinct membership offering.

In 2022, members received 1,700 hours of individualized coaching and leveraged new support from our expanded roster of Growth Marketing, UX Strategy, and Engineering coaches.

With a deep bench of seasoned experts carrying impressive startup-building backgrounds, our coaching team brings a rich perspective to one-on-one strategy sessions with Embarc Collective members.

Founders and their teams can expect frameworks and feedback from coaches, who remain aligned to each startup's ever-evolving needs and milestones—ensuring timely, relevant, and high-quality support on a regular cadence.



MEMBER PROGRAMMING



Jesse Middleton, General
Partner at Flybridge

In addition to individualized coaching, members of Embarc Collective learn from experts through small-group workshops, summits, bootcamps, and wellness and community-building events. Our programming is custom-built based on our members' needs and provides tactical content across sales, marketing, product, talent, and leadership development.

We pride ourselves in the quality of our programming. In 2022, members joined us for 70 programming sessions. The average rating of our programming was 3.8 out of 4.0. Our programming was led by a diverse lineup of experts, with 52% of speakers coming from outside the Tampa Bay market and nearly 67% of speakers from underrepresented backgrounds.

**AVERAGE
FEEDBACK RATING
3.8/4**

LEVEL UP: 2022 STRATEGY + LEADERSHIP SUMMIT

In September, Embarc Collective hosted our 2022 Strategy & Leadership Summit with the support of The First Bank (fka Beach Bank). The Summit's theme was centered around leveling up one's leadership and called on top experts from a diverse set of experiences in tech, sports, hospitality, and real estate.

"BEING A LEADER IS THE ABILITY TO OWN YOUR LOSSES AND DISTRIBUTE THE WINS. THE MOST PRONOUNCED QUALITY A LEADER MUST DEMONSTRATE IS ACCOUNTABILITY."

—Brian Murphy, Founder and CEO of ReliaQuest and Embarc Collective Board Chair



PROGRAMMING



FINANCIAL BOOTCAMP

A financial model is a numerical representation of a startup's business plan, used to set strategy, convey vision, and measure success. This bootcamp provided members with the tools to create a financial model for their startup that can be adapted as their business evolves.



ANNUAL PLANNING WORKSHOP

To explore the topic of annual planning for early-stage companies, Embarc Collective collaborated with Accenture, a Fortune Global 500 consulting company, to lead a Strategic Planning Workshop for our community of member startups. This is a critical practice for startups—to zoom out of day-to-day execution and make a deliberate effort to work on the business, instead of in the business.



BUILD WITHOUT BURNOUT

It can be difficult to create space to process, problem-solve, and move forward when you're a startup founder. You have to concurrently navigate multiple professional and personal dynamics with limited bandwidth. Research shows that founders are 50% more likely to report having mental health struggles, 10x more likely to suffer from bipolar disorder, and 2x more likely to suffer depression.

Our 6-month Build Without Burnout Series, built by the experts at Pilea, who coach venture-backed founders on how to reach their fullest potential, was launched to combat this issue head-on.





INVESTOR FLY-IN

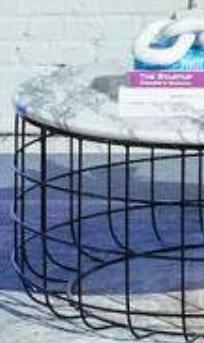
In September, Embarc Collective hosted its inaugural Investor Fly-In to bring national investors to Tampa Bay to experience the growing startup community. We coordinated over 100 1:1 meetings between Embarc Collective member companies and investors from Calm Company Fund, Grotech Ventures, Overlooked Ventures, Panoramic Ventures, Rise of the Rest Seed Fund, Updata Partners, and more.



GROWTH MARKETING SUMMIT

With the support of TriNet and Brex, we hosted our Growth Marketing Summit in May. As so many of the members of Embarc Collective grow and build out their marketing leadership, we wanted to create space for those individuals to learn about different approaches to take with their growth marketing strategies. We flew in amazing experts from national high-growth startups, including PandaDoc, Drift, and Brex, to share their playbooks for how they have achieved exponential growth.







COMMUNITY EVENTS

As the central landing zone for the Tampa Bay tech community, Embarc Collective fosters community events and conversations around the topics of technology, entrepreneurship, and innovation.

This year we unveiled the ReliaQuest Auditorium @ Embarc Collective. With this new space, we aim to showcase the growth and engagement of ReliaQuest, the force multiplier of security operations and one of the few local companies to surpass the coveted \$1B unicorn valuation, with the local startup community.

Embarc Collective hosted over 160 community events in 2022—from company meetings to workshops and meetup groups including EO Tampa Bay, Tampa Devs, Blacks in Tech, The Mainframe, Tampa Bay Bitcoin Meetup, and High Tech Connect.



High Tech Connect
December Tech Fest

BLACK FOUNDERS DEMO DAY

In July, Embarc Collective hosted the Tampa Bay Region's Black Founders Demo Day, a regional event leading up to Black Founders Demo Day in Miami. The winning company was also guaranteed a spot to present at Venture Atlanta, and eMerge Americas, and received a 6-month scholarship to Embarc Collective, among other prizes.

Embarc Collective member Brian Alvarez-Bailey, Founder and CEO of fintech startup Allison, won first place and advanced to the finals in Miami.



THE OC EMPORIUM

In May, Embarc Collective hosted The Orenda Foundation for its first OC Emporium vendor diversity showcase. This event directly connected the community with minority, women, veteran, and LGBTQ-owned businesses in Tampa Bay. Rather than scouting hundreds of tables like at a traditional matchmaking event, this experiential event created an opportunity to sample each vendor's product or service.

The Orenda Foundation, Inc. is a 501(c)3 nonprofit dedicated to eliminating barriers that diverse business owners experience as they launch and scale their businesses.

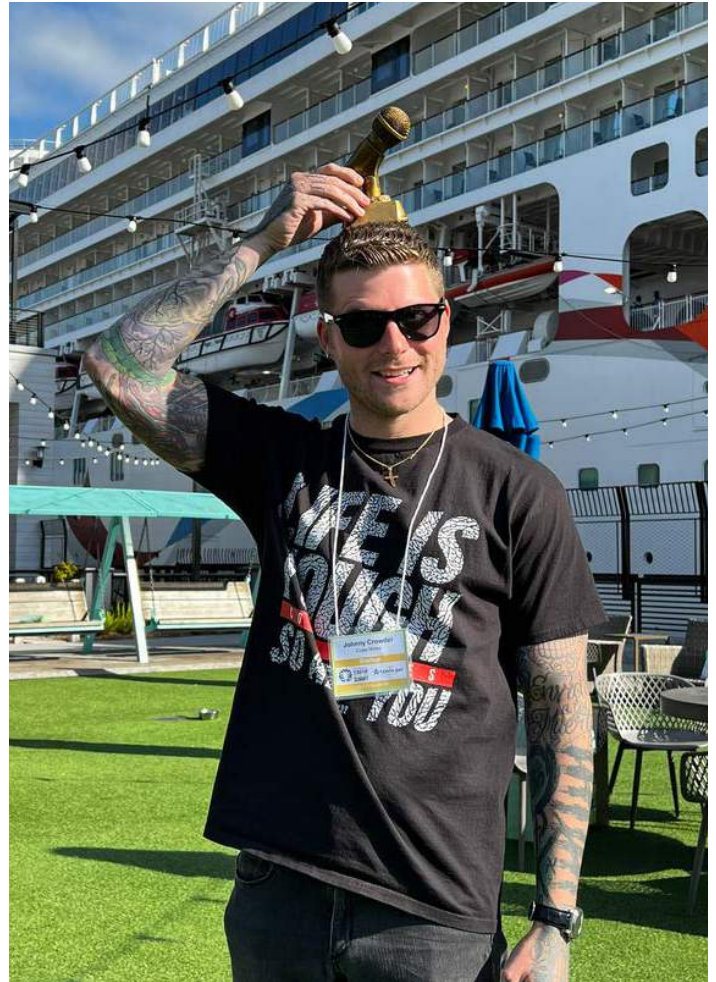
**HOST YOUR INTERNAL PLANNING MEETINGS OR
PUBLIC EVENTS AND PROGRAMS IN ONE OF OUR
STATE-OF-THE-ART SPACES AT EMBARC COLLECTIVE.**

CONTACT EVENTS@EMBARCCOLLECTIVE.COM.

STARTUP OF THE YEAR SUMMIT

Embarc Collective served as the host to the 9th Annual Startup of the Year Summit, powered by Established, in January. This national event brought over 400 startups, venture investors, and corporate innovators to Tampa Bay for three days of curated office hours, expert speaker sessions, a startup pitch competition, and endless opportunities to build long-lasting connections.

Made possible thanks to the generous support of title sponsor ReliaQuest and additional supporters of the startup community, the Summit gave our region an opportunity to showcase not only its vibrant lifestyle, but its burgeoning tech community.



WE WERE PROUD TO CHEER ON EMBARC COLLECTIVE MEMBER COMPANY COPE NOTES FOR BEING SELECTED AS THE WINNER OF THE SUMMIT'S PEOPLE'S CHOICE AWARD.



Courtney and Tye Caldwell,
Founders of ShearShare



Jeff Vinik, Chairman and Governor of the Tampa
Bay Lightning and Embarc Collective Board Vice
Chair, with Frank Gruber, Co-CEO of Established

GLARING GAP SUMMIT 2022

In November, Embarc Collective hosted the third annual Glaring Gap Summit, sponsored by ReliaQuest, to provide startup investment training to over 50 women across Florida—from college students to mid-level professionals, accredited investors, and everyone in between.

The Glaring Gap Summit isn't your typical speaker conference. Instead, the Summit provided an interactive investor education to its attendees, blending inspirational startup leader speakers with tactical deep dives on due diligence, startup valuations, and venture math considerations for building a startup investment portfolio.

The feedback we received on this year's Glaring Gap Summit reinforced that providing intentional, intensive education on startup investing can create a meaningful impact.



"THIS EVENT FILLED MY CUP. IT HAD ALL THE THINGS: EDUCATION, MOTIVATION, PRACTICE TIPS/SOLUTIONS, AND NETWORKING... IT [GAVE] ME BETTER INSIGHT INTO WHAT MY COMPANY LEADERSHIP IS LOOKING AT AND HOW THEY ARE OPERATING."

—Glaring Gap Summit Participant

FIRESIDE CHAT

ASK, BRAND, CONNECT



DEBORAH ELLINGER
BOARD DIRECTOR AT IROBOT,
COVETRUS, TUPPERWARE BRANDS



ARTEMIS EMSLIE
CEO, CADENCE RX

Embarc
Collective X RELIAQUEST



Deborah Ellinger and Artemis Emslie,
seasoned CEOs and Board Directors



Regina Marrow, CIO of ReliaQuest

TECH TRANSPLANT NETWORK

Moving from a major tech market to Florida can be quite the transition — we know firsthand. We’ve done it. And we also get asked about it often.

Given the curiosity and demand, we created an informal network of individuals new to our market in 2019—the Tech Transplant Network. Over the past three years, the network has grown to over 140 transplants from hubs including San Francisco, New York City, Chicago, and Boston.

Working in partnership with the regional Hi Tampa Bay initiative, we gather for breakfast on a quarterly basis with the shared goal of welcoming tech and tech-adjacent newcomers to the Tampa Bay region.

Are you a recent tech transplant who wants to get involved? Reach out to hello@embarccollective.com.







Hiring strong entrepreneurial talent is a top priority for fast-growing startups, and we are dedicated to creating opportunities for them to inspire and build meaningful relationships with talent from colleges, universities, and tech training programs.

In 2022, our Talent Strategist hosted nearly 20 classes for college and university students to better understand what working at a startup is like. Additionally, Embarc Collective facilitated participation in local Capstone Project programs for 7 member startups, benefitting both the students and the startups.

COLLEGIATE ENGAGEMENT

EX3 LABS

In 2022, dozens of organizations had the opportunity to experience keynotes, workshops, immersive learning session and more at the EX3 Strategy & Ideation Lab at Embarc Collective. Visitors included industry leaders in financial services, healthcare, manufacturing and education.

The collaboration with EX3 Labs helps organizations accelerate innovation within their enterprise.



24 ORGANIZATION VISITS

13 FACILITATED WORKSHOPS

56+ NEW IDEAS GENERATED





Brian Murphy, CEO of ReliaQuest
and Embarc Collective Board Chair

BOARD OF DIRECTORS

Embarc Collective's Board of Directors offers strategic support and governance for our organization, in addition to mentorship and guidance for the Embarc Collective team and startup membership.

2022 BOARD OF DIRECTORS



- Lisa Czachor, Board Observer
- David Felman
- Marty Hammock, Board Observer
- Alex Jenkins
- Jason Kuhn
- Courtney Kuhn, Board Observer
- Steve MacDonald
- Brian Murphy, Board Chair
- Jim O'Connell, Board Observer
- Ben Pratt, Board Observer
- Lakshmi Shenoy
- Jack Shields
- Jeff Vinik, Vice Chair
- Rebecca White
- Jeff Wysocki

OUR SUPPORTERS

Our supporters and sponsors are deeply engaged in the Embarc Collective experience and support us to deliver best-in-class coaching and programming to help Florida's startup talent build bold, scalable, thriving companies.





John Couris, President and CEO
of Tampa General Hospital

The Embarc Collective Corporate Advisory Council connects local and national innovation-focused organizations with our growing startup population. The Council advises the Embarc Collective team on new and existing programming, content, and resources for our member community and connects our startup membership to opportunities within their networks.

2022 CORPORATE ADVISORY COUNCIL

Raymond Correra, JPMorgan Chase
Rachel Feinman, Tampa General Hospital
Bill Habermeyer, Florida Business Development Corporation
Elizabeth Nelson, University of South Florida
Josh Shannon, CDW

CORPORATE ADVISORY COUNCIL

YOUNG PROFESSIONALS BOARD

Embarc Collective welcomed its second cohort of the Young Professionals Board in 2022, designed to create a bridge between the established business world and the emerging startups in our community.

The group focused on two key initiatives in 2022: helping member companies access helpful tools, resources, and business connections, and profiling the relocation of tech talent to Tampa Bay.

2022-2023 YOUNG PROFESSIONALS BOARD

- Dhalia Bumbaca, The Well & WellFed Community
- Brock Campbell, Dualboot Partners
- Paige DePagter, Calm Company Fund
- Kristin Fanto, Foley & Lardner, LLP
- Basha Ferdinand, Synapse Florida
- Sarah Harrison, BayCare Health System
- Taylor Hunsberger, Jabil Inc
- Michaela Kennedy, livingHR
- Maggie Knaust, Trenam Law
- Matthew Livak, J.P. Morgan Private Bank
- Megan Lavins, J.P. Morgan Private Bank
- Emily Markham, DEX Imaging
- Daniel Martel, Brex
- Sam Moseley, Weatherford Capital
- Francisco Oller Garcia, Drift
- Nicole Perez, Impossible Foods
- Arnaldo Perez-Negron, Rubicon
- Matt Phelps, J.P. Morgan Private Bank
- Hugh Rabjohns, Valley National Bank
- Nathan Sherman, Citi



Young Professionals Board Member Paige Depagter with Blake Yaccino, Investor at CEAS Investments, and Azza Diasti-Kennedy, Founder of Pet Harmony

MEET THE TEAM

Embarc Collective's team is made up of mission-driven individuals who believe we can open opportunities throughout our community through entrepreneurship.



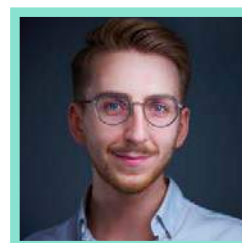
JENNIFER BROWN
Events Associate



EVAN ERICKSON
Events Manager



ALLIE FELIX
Vice President of Platform



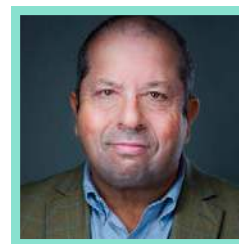
DAN HOLAHAN
Member Experience
Director



KELLY KEHOE
Vice President of Operations
and Administrations



GABBY MAURY
Programming &
Coaching Associate



MICHAEL SACKS
Community Coordinator



LAKSHMI SHENOY
Chief Executive Officer

OUR ON-SITE FACILITY PARTNERS

Vinik Sports Group
Blind Tiger Cafe



JEFF SHIMMEL
Facilities Manager

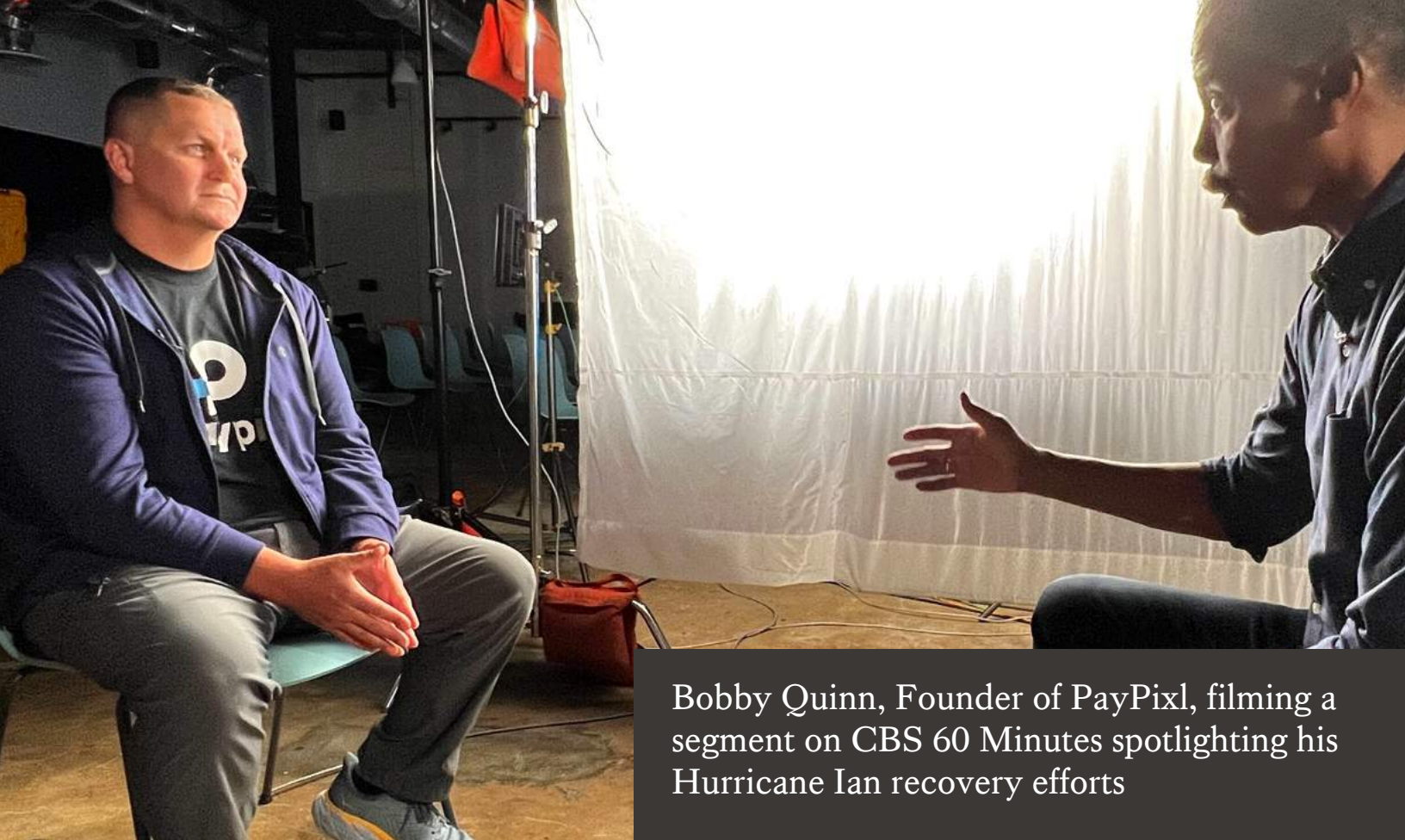


GANAY THOMPSON
Membership Associate

2022 COACHING TEAM

- Alex Callihan, Engineering Strategist
- Allie Felix, Fundraising Strategist
- Dan Holahan, Account Manager & Coaching Team Lead
- Vijay Singh, Technology Strategist
- Jason Putorti, UX Strategist
- Justin Davis, Product Strategist
- Kailah Matyas, Talent Strategist
- Kate Heath, Brand & Marketing Strategist
- Kelby Kupersmid, Wellness & Burnout Prevention Coach
- Lakshmi Shenoy, Executive Advisor
- Lewis Burnham, Sales Strategist
- Ryan Schneider, Executive Advisor
- Steve Parkis, Executive Advisor
- Tyana Daley, Growth Marketing Strategist





Bobby Quinn, Founder of PayPixl, filming a segment on CBS 60 Minutes spotlighting his Hurricane Ian recovery efforts



Paulette Beaudoin of NeuX Technologies wins our inaugural Chili Cook-Off

GET INVOLVED

Whether you're a Tampa Bay native or a recent newcomer, a startup veteran or just learning to code, we welcome you to introduce yourself to the growing startup community at Embarc Collective.

BECOME A
STARTUP MEMBER

HOST AN EVENT

JOIN THE YOUNG
PROFESSIONALS BOARD

APPLY TO THE
FREELANCER PROGRAM

SPONSOR THE
COMMUNITY



CONTACT US AT
HELLO@EMBARCCOLLECTIVE.COM

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