

IMPACT REPORT

2023



**FLORIDA
FOCUSED.
GLOBALLY
RECOGNIZED.**

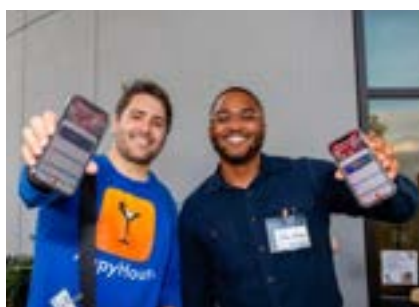
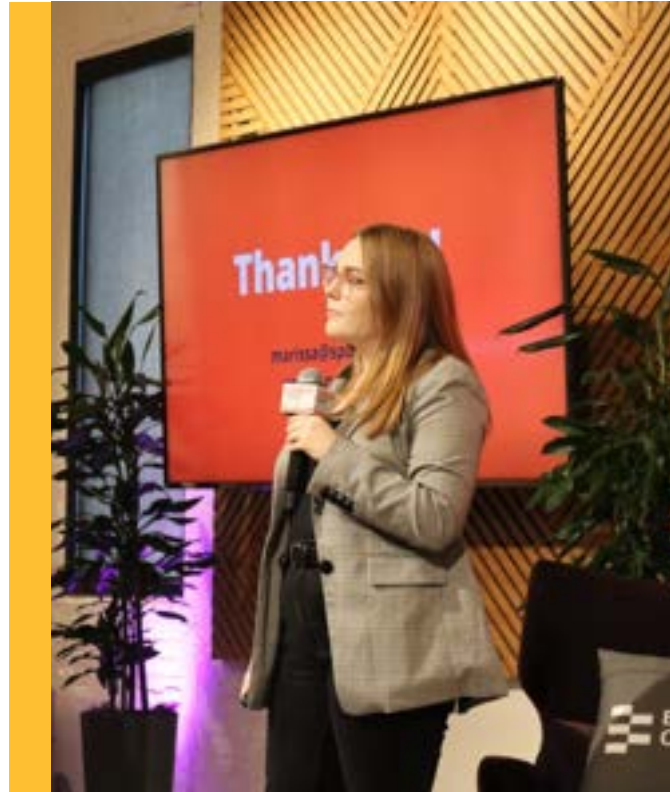


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WHY EMBARC COLLECTIVE

Building a startup is an audacious goal—one that comes with challenges and curveballs each day. We are committed to supporting startups through ups and downs, delivering personalized help that is tailored to each of our member startup's journeys. Our model allows for Florida's most driven startup talent to focus on solving the world's most pressing problems, outlasting their competition, and developing into impactful and successful business leaders.





FLORIDA FOCUSED

We work with the most focused, driven entrepreneurs and their teams building within Florida. The Embarc Collective community of entrepreneurs creates jobs, drives economic impact, and fosters innovation, turning Florida into a prime destination to build a business.



The team from ryco.io, an Embarc Collective member company

GLOBALLY RECOGNIZED

In 2023, Embarc Collective was ranked as a top program by UBI Global, an international startup support benchmarking study. Embarc Collective stands out as one of only two U.S.-based organizations recognized in this comprehensive global study.



CUSTOMIZED STARTUP SUPPORT

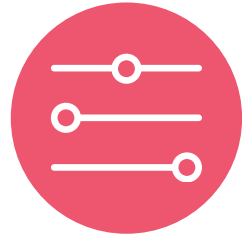
Recognizing that each startup journey is unique, Embarc Collective is differentiated from the conventional accelerator model. Instead of delivering a standardized 12-week curriculum, our team of seasoned startup leaders provides long-term, personalized support for member companies to cultivate growth and success.



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

THE CENTRAL LANDING ZONE FOR TECH

Building a productive tech ecosystem requires density and activity to foster community and collaboration. In 2023, Embarc Collective hosted 20,000+ visitors and 200 public educational events about technology, innovation, and entrepreneurship, in addition to serving as headquarters for our 125+ member startups.



ENTREPRENEURS ARE THE ENGINE OF ECONOMIC GROWTH

Entrepreneurs supported by Embarc Collective are building organizations that are solving some of the world's most pressing problems, creating high-wage jobs, as well as training and developing potential talent—making an outsized economic impact on the state of Florida.

SINCE LAUNCHING IN 2019, EMBARC COLLECTIVE HAS BEEN HELPING TAMPA BAY'S STARTUP TALENT BUILD BOLD, THRIVING, SCALABLE COMPANIES

217

EARLY-STAGE STARTUPS SERVED

854

JOBS CREATED*

6.3K

HOURS OF COACHING DELIVERED

\$196.4M

RAISED BY MEMBER STARTUPS

*DIRECT JOBS CREATED, MEASURED BY THE NUMBER OF EMBARC COLLECTIVE MEMBERS SINCE 2019.

LETTER FROM OUR CEO



Startups are the #1 net new job creator in the United States. Currently serving 125+ companies, Embarc Collective has helped these startups create over 800 tech- and tech-enabled jobs in the state of Florida. Together, we have attracted entrepreneurs and talent from New York City, San Francisco, and across the globe to become a part of Embarc Collective because of the drive and focus demonstrated by our community of entrepreneurs and the globally-recognized quality of our support.

Building a startup is undeniably difficult. Statistically, only 30% of companies survive the crucial five-year mark. The startup landscape is not just challenging; it can be cluttered with noise and distractions. Embarc Collective helps cut through this noise, allowing entrepreneurs to stay laser-focused on building their companies. Our commitment lies in empowering entrepreneurs to create something bigger than themselves. As we step into 2024, our strong support for our member companies remains steadfast, focused on relevance, quality, and accountability.



LAKSHMI SHENOY
CEO OF EMBARC COLLECTIVE

FLORIDA'S MOST DRIVEN & FOCUSED STARTUPS



To join Embarc Collective, startups undergo a diligent application process ensuring that Embarc Collective's resources, including our community of driven and focused entrepreneurs, align with the startup's goals. Our high-achieving startup teams operate in close proximity, which delivers peer learning opportunities and a supportive entrepreneurial network. True growth occurs when entrepreneurs connect with a like-minded community that understands their high-growth trajectories.

SOME OF OUR MEMBERS' SUCCESS STORIES IN 2023



Cope Notes, a mental health platform, was endorsed by the USF Department of Mental Health Law & Policy for its effectiveness in offering a low-cost solution for those with limited access to care.



EaseAlert, a first-responder alerting system, delivered more than 47,000 alerts to U.S. fire departments, reducing anxiety associated with the current emergency response alarms.



COI Energy, a digital energy management platform, was selected by the U.S. General Services Administration and Department of Energy for the Green Proving Ground program.



Knack, a peer-to-peer tutoring platform, recruited educator and author Esther Wojcicki as an investor and leadership team advisor to provide 10 higher education institutions with three years of peer tutoring for up to 5,000 Pell-eligible students.



fayVen, a dual-sided marketplace that maximizes unused space at venues, won first place and \$20K at the Warrior Rising Business Shower, a national pitch competition for women veterans.



Twos, a note-taking app, became the #1 Product of the Day on Product Hunt, a crowdsourced platform for discovering digital products.

TAILORED TO A STARTUP'S NEEDS

Members of Embarc Collective are driven, focused, and understand that time is the most precious resource. With access to one-on-one support from our team of on-staff startup coaches—specialized in sales, marketing, brand, product, talent, engineering, fundraising, leadership development, and more—our members can pressure-test assumptions and reach their goals faster.

Our coaching team has built and scaled high-growth ventures and has been trained in Embarc Collective's holistic coaching approach. Our experienced startup veterans leverage their experiences from leading brands and serve as ongoing thought partners for our member community:





PROGRAMMING HIGHLIGHTS

No two experiences are alike for startup members at Embarc Collective. Guided by the support and resources each company needs to achieve their individual milestones, we respond by building programming that is timely and relevant to them.

90 MEMBER PROGRAMMING SESSIONS

49% OUT-OF-MARKET
SPEAKERS

29% UNDERREPRESENTED
MINORITY SPEAKERS



Investor office hours with member startups

NATIONAL INVESTOR FLY-IN

Embarc Collective hosted investors from around the country to meet member startups during two investor fly-ins in 2023. Each event yielded over 100 curated meetings with 90% resulting in follow-up conversations.

LEADERSHIP SUMMIT

This is Embarc Collective's annual day of learning from visionary speakers who have transformed startups into global success stories. Sponsored by the First Bank, speakers including Chris Fralic, Board Member at First Round Capital, and Lea Engelhardt, CEO at Paine Ventures, discussed their leadership perspectives with our members.



Chris Fralic, Board Member at First Round Capital

MEMBER CHAT WITH STEVE CASE

Steve Case, Co-Founder of AOL and CEO of Revolution, returned to Embarc Collective to share his expertise on startup building and venture capital, as well as his perspective on policies impacting the growth of technology businesses.

UNPACKING "PLAY BIGGER"

Author and category design pioneer Kevin Maney outlined key frameworks on how to stand out from the competition, win over customers, and lure the best talent to a company, as told in his best-selling book, "Play Bigger."



David Young, CEO & Founder of Enaia and Embarc Collective member, with Steve Case



Melissa Glossup, CEO & Founder of Safety Biometrics and Embarc Collective member, with Kevin Maney

Quality of support matters when you are growing quickly. That is why we seek out the best thought leaders from around the country to speak with Embarc Collective's member community and share their proven playbooks:



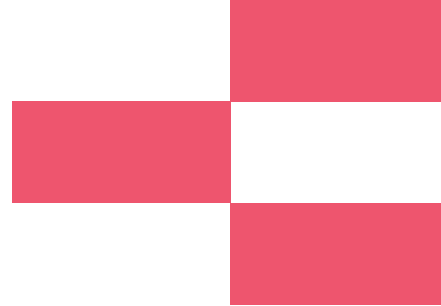
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AVERAGE PROGRAMMING FEEDBACK RATING

ENTREPRENEUR WELLNESS

Those of us working in the startup space often experience moments of burnout—research shows that founders are 50% more likely to report having a mental health issue, 10 times more likely to suffer from bipolar disorder, and 2 times more likely to suffer depression. That is why Embarc Collective prioritizes mental health and wellness within our community through its Wellness and Burnout Prevention Coach, a resource provided by Embarc Collective to support member companies.





BUILD WITHOUT BURNOUT

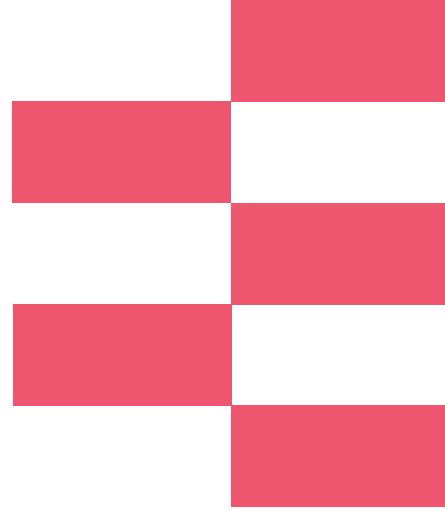
Sponsored by the Florida Blue Foundation, our Build Without Burnout Program is a 12-month, full-system reset focused on what it means to be a great leader. This program is built in partnership with the experts at Pilea, who coach venture-backed founders on how to reach their fullest potential. In 2023, members participated in workshops on wellness and leadership topics, including giving and receiving feedback, co-founder relationships, stress management, and burnout prevention techniques.



CEO PEER GROUPS

Peer support is one of the most powerful resources for effective leadership development and burnout prevention. Embarc Collective's Peer Group program, also sponsored by the Florida Blue Foundation, brings together startup founders of a similar stage to help them work sustainably, lead their teams effectively, and build their companies without burnout.

THE CENTRAL LANDING ZONE FOR TECH



We built our best-in-class collaboration spaces not only to support startup teams but also to foster community events and conversations about technology, entrepreneurship, and innovation.

IN 2023, WE WELCOMED 7,290 ATTENDEES TO PARTICIPATE
IN A WIDE RANGE OF EVENTS AT EMBARC COLLECTIVE.

331 TOTAL
EVENTS

266 COMMUNITY
EVENTS

50 STARTUP-
ORGANIZED
EVENTS

15 TECH
MEETUP
GROUPS



TECH & COLLABORATION SPACES



EX3 STRATEGY & IDEATION LAB

Sponsored by EX3 Labs, the EX3 Strategy & Ideation Lab at Embarc Collective supports leaders from technology, financial services, healthcare, manufacturing, and education, immersing them in learning sessions, workshops, and keynotes. In 2023, EX3 Labs launched the Tampa XR Meetup, uniting industry professionals to explore the latest trends, technologies, and hands-on demonstrations in extended reality. This collaboration with EX3 Labs provides organizations with a platform to launch new ideas, digital products, and services.

CDW INNOVATION LAB

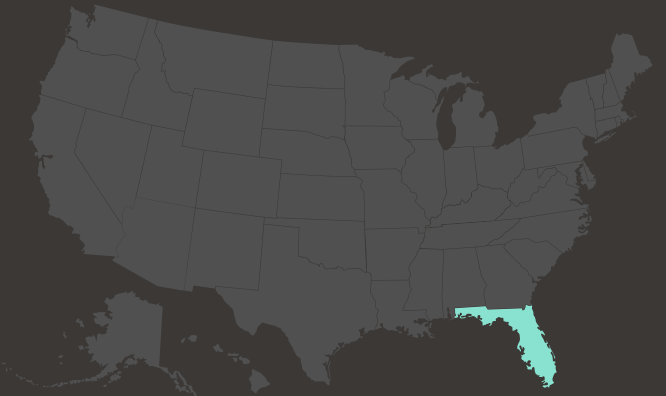
Member companies of Embarc Collective can now leverage the CDW Innovation Lab, a flexible boardroom space with a seamless collaboration experience, for hybrid team and board meetings. The CDW Innovation Lab showcases cutting-edge technologies from CDW partners, such as the multi-purpose interactive tool by NEAT.



HOST YOUR INTERNAL MEETINGS, WORKSHOPS, AND PROGRAMS
IN OUR BEST-IN-CLASS COLLABORATION SPACES.
SUBMIT AN EVENT REQUEST AT [EMBARCCOLLECTIVE.COM/EVENTS](https://embarccollective.com/events)

CONNECTING TECH TALENT

200+ NEWLY MIGRATED TECH EXECUTIVES TO TAMPA BAY



Florida has become a sought-after destination for tech professionals, attracting a significant number of transplants from larger markets to our vibrant community.

Having many transplants on our own team enabled us to activate a network of fellow tech transplants for a quarterly breakfast series. Since 2020, this community has flourished to over 200 members, reinforcing the decision to move to Tampa Bay by establishing robust regional connections.



ARE YOU A RECENT TECH TRANSPLANT WHO
WANTS TO JOIN OUR COMMUNITY?
REACH OUT TO HELLO@EMBARCCOLLECTIVE.COM

ENGAGING THE NEXT GENERATION OF ENTREPRENEURS

Florida has rich talent coming from colleges, universities, and non-traditional training programs, which provides a tremendous opportunity for startups growing here. By empowering students with the tools, experiences, and connections needed to thrive within our vibrant startup ecosystem, we contribute to the progress of the region's entrepreneurial growth and talent retention.

170+ UNIVERSITY STUDENTS VISITED EMBARC COLLECTIVE IN 2023 TO BETTER UNDERSTAND WHAT IT'S LIKE TO WORK AT A STARTUP



In 2023, Embarc Collective received support from the Genspiration Foundation to connect top collegiate talent from the University of South Florida and FUSE transfer program to member companies of Embarc Collective. Students have an opportunity to apply for an internship stipend to work at a startup, gaining real-world work experience, while receiving hands-on guidance from Embarc Collective's strategy coaches.



FLORIDA'S LARGEST WOMEN'S INVESTOR INITIATIVE

Less than 3% of venture capital funding goes to women founders, but data shows that the more women investors there are, the more likely women founders are to receive funding.



Sarah Hippert, VP Commercial Banking at J.P. Morgan



2023 Glaring Gap Summit Speakers with program sponsor ReliaQuest

To solve this pipeline problem and change the landscape of investing in Florida, Embarc Collective and ReliaQuest partnered to host the state's largest investor training program for women—the fourth annual Glaring Gap Summit.

The rigorous curriculum covered the foundations of startup investing and due diligence led by a national speaker lineup including Julia Boorstin, Senior Media and Tech Correspondent for CNBC, Allison Baum Gates, General Partner at SemperVirens and author of "Breaking into Venture," Angela Lee, Founder of 37 Angels and Professor of VC Practice @ Columbia Business School, and more. Following the training, participants enjoyed networking at the closing reception, made possible with support from J.P. Morgan.

SINCE 2020, THE GLARING GAP SUMMIT HAS ADVANCED
THE INVESTING CAREERS OF WOMEN ACROSS FLORIDA

200 PARTICIPANTS FROM **34** FLORIDA CITIES



MEEKA ETIENNE CRABB

ASSOCIATE, PERMIRA

Attended the program as a University of Tampa graduate student in 2020 and met a fellow participant who recommended her for a Private Equity role at Permira, a global investment firm with a total committed capital of €77billion.

KATHLEEN OSBORNE

FOUNDER, KAMEL PR

Attended the program in 2022 and subsequently wrote her first angel check in Tiny Organics, an organic baby and toddler meal delivery company that has gone on to raise over \$13.5M in funding.



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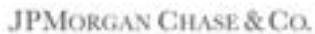
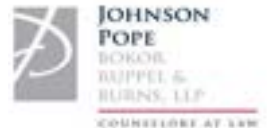
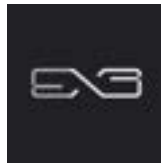
“The learnings were invaluable, the energy in the room was truly inspiring, and I felt privileged to be a part of this program. The discussions were thought-provoking, and the connections I made were nothing short of fantastic! I would recommend this program to any woman even remotely interested in startup investing.” — 2023 Glaring Gap Summit Participant

GET NOTIFIED TO PARTICIPATE IN THE 2024 GLARING GAP SUMMIT AT [EMBARCCOLLECTIVE.COM/GLARING-GAP](https://embarccollective.com/glaring-gap)

OUR PHILANTHROPIC SPONSORS

As a 501(c)(3) education startup, philanthropic support and active engagement by our corporate and venture community are essential to the success of Embarc Collective.

Corporate and venture partners work with our team to leverage the talents and technologies being built by our startup community, helping their organizations develop an entrepreneurial mindset, and build their brand among our tech-focused audience.



SUPPORT FLORIDA-BASED ENTREPRENEURS.
BECOME A PHILANTHROPIC PARTNER AT [EMBARCCOLLECTIVE.COM/DONATE](https://embarccollective.com/donate)

BOARD OF DIRECTORS

BRIAN MURPHY

Board Chair
CEO & Founder, ReliaQuest

ALEX JENKINS

Co-Founder, Axioma Ventures

DAVE FELMAN

Shareholder, Hill Ward Henderson

DR. REBECCA WHITE

James W. Walter Distinguished Chair
of Entrepreneurship;
Director, Entrepreneurship Center;
Professor, University of Tampa

JACK SHIELDS

Founder, Chairman at
Shields Health Solutions

JASON KUHN

Owner, Kuhn Automotive Group

JEFF VINIK

Board Chair Emeritus
Chairman & Governor, Tampa
Bay Lightning

JEFF WYSOCKI

CIO, Mosaic

LAKSHMI SHENOY

CEO, Embarc Collective

LISA CZACHOR

CFO, Partners in Asset Management

STEVE MACDONALD

Partner, Florida Funders

CORPORATE ADVISORY COUNCIL

The Embarc Collective Corporate Advisory Council connects local innovation-focused organizations with our growing startup population and advises the Embarc Collective team on new and existing programming resources to better provide our startup membership with opportunities within their corporate networks.

DANIEL MARTINEZ

Vice President, Florida Business Development Corporation

ELIZABETH NELSON

Program Director, Florida High Tech Corridor at USF

JOSH SHANNON

Florida Sales Manager, CDW

KENDRA VINING

Strategic Finance, ReliaQuest

KIM HILL

Chief of Staff and Head of Corporate Communications, ReliaQuest

RACHEL FEINMAN

Vice President of Innovation and Managing Director, TGH Innoventures

THOMAS RIZZO

Executive Director of Global Technology, JPMorgan Chase & Co.

COLLABORATION SPOTLIGHT: TAMPA GENERAL HOSPITAL INNOVENTURES

Corporate member TGH Innoventures and Embarc Collective partnered to launch the Tampa Bay Healthtech Meetup, the region's first educational meetup to explore the intersection of healthcare and technology.

In 2023, the meetup hosted four quarterly programs reaching over 450 attendees, featuring expert speakers including John Couris (CEO at TGH), Jane Casey (VP of CareComm at TGH), Kyle Talcott (Founder & CEO at Uplift), Matt Rice (Partner at Ballast Point Ventures), and more.



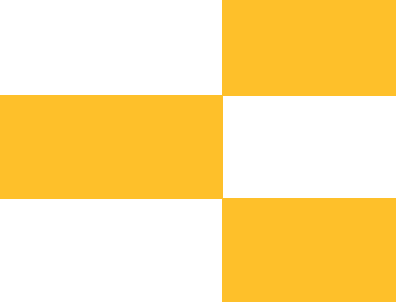
PASSIONATE ABOUT TRENDS AND TECHNOLOGIES DRIVING INNOVATION IN HEALTHCARE?
JOIN US AT [EMBARCCOLLECTIVE.COM/TAMPA-BAY-HEALTHTECH-MEETUP](https://embarccollective.com/tampa-bay-healthtech-meetup)

YOUNG PROFESSIONALS BOARD



Embarc Collective's Young Professionals Board members contribute to building a thriving startup community, serving as advocates for our member companies and the organization at large.





2023-2024 YOUNG PROFESSIONALS BOARD MEMBERS

- Ana Bragg, JPMorgan Chase & Co.
- Andrew Lepore, CLA
- Austen Legler, TaxTaker
- Austin Walker, Bleakley Bovol Denman & Grace
- Bailey Floyd, Bais Creative & Public Relations
- Ben Cady, Insperity
- Brad Jaeger, USI
- Britton Alexander, Foley & Lardner, LLP
- Chris Rollins, Chris Rollins Coaching
- Christina Dris, GenCo Legal
- Corey Stern, TriNet
- Daniel Caldwell, The First Bank
- Daniella Diaz, High Tech Connect / Lumina Analytics
- Haley Ayure, Buchanan Ingersoll & Rooney PC
- Joshua Barillas, Prismatic Consulting
- Kathleen Osborne, Kamel PR
- Kimberly Cardenas, Rivero, Gordimer & Company, P.A.
- Maria Cate, Cooth
- Matthew Duren, KnowBe4
- Morgan Pacheco, EPAM Systems
- Nazek Jawad, University of South Florida
- Stephanie Ewell, EY
- Tara Kirkpatrick, Apptopia
- Tiffany McEachern, Techstars
- William Dobbins, Cherry Bekaert Advisory LLC
- Zachary Duffy, High Tech Connect / Appspace

OUR TEAM

At Embarc Collective, we understand that the path to entrepreneurial success requires discipline, accountability, and a robust support network. Our dedicated team is here to provide a helping hand, offering valuable resources and fostering a tightly-knit support system. With a commitment to guiding and empowering entrepreneurs, we stand alongside you on every step of your journey.



LAKSHMI SHENOY

Chief Executive Officer
& Leadership Strategist



ALLIE FELIX

Vice President of
Platform &
Fundraising Strategist



DAN HOLAHAN

Member Experience
Director & Coaching
Team Lead



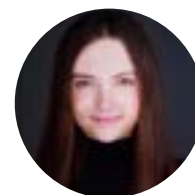
ELINA OMAROVA

Content Associate



ELIZABETH HO-SING-LOY

Senior Member
Operations Associate



EVAN ERICKSON

Director of Events &
Partnerships



GABBY MAURY

Programming &
Coaching Associate



GANAY THOMPSON

Membership Associate



JENNIFER BROWN

Events Associate



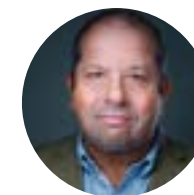
JOEL CORLEY

Facilities Manager



KELLY KEHOE

Vice President of
Operations &
Administration



MICHAEL SACKS

Community Coordinator

In Loving Memory: Ganay Thompson, our dear colleague and friend, made an outsized impact on the Embarc Collective community. May we carry her memory forward through our impact on others.

OUR COACHES

From identifying blind spots to building confidence, our seasoned experts carry impressive startup-building backgrounds and consistently support growing member companies to help overcome challenges and achieve long-term success.

ALEX CALLIHAN

Engineering Strategist

ALLIE FELIX

Fundraising Strategist

DAN HOLAHAN

Coaching Team Lead

JASON PUTORTI

UX Strategist

JUSTIN DAVIS

Product Strategist

KAILAH MATYAS

Talent Strategist

KATE HEATH

Brand & Marketing
Strategist

KATHY OSBORNE

PR Strategist

KELBY KUPERSMID

Wellness & Burnout
Prevention Coach

LAKSHMI SHENOY

Leadership Strategist

LEWIS BURNHAM

Sales Strategist

RYAN SCHNEIDER

Go-to-Market Strategist

STEVE PARKIS

Growth Strategist

TYANA DALEY

Growth Marketing
Strategist

VIJAY SINGH

Technology Strategist

OUR ON-SITE FACILITY PARTNERS:



Coffee Uniting People, Embarc Collective's onsite cafe operator, unites people with and without disabilities in an inclusive workplace.



Vinik Sports Group, Embarc Collective's long-time partner, delivers successful solutions in the event management, facility operations, and guest services verticals.

SUPPORT THE GROWTH OF FLORIDA'S STARTUP COMMUNITY

As a 501(c)(3) non-profit, Embarc Collective makes quality support for driven and focused entrepreneurs accessible. These entrepreneurs not only make the world better but also bring outsized economic impact and jobs to our region and state.



For that reason, we subsidize the cost of our membership by 75%—so that entrepreneurs have skin in the game but are not limited from getting the support they need to change the world.





Support the growth of Florida's startup community by contributing to Embarc Collective's mission:

- Equip entrepreneurs with the tools to build bold, scalable, and thriving companies through our bespoke coaching and programming.
- Facilitate strategic networking opportunities to connect Embarc Collective members to meaningful investors, corporate leaders, and talent.
- Provide local entrepreneurs with the ability to build deep bonds with peers on a similar startup journey in our award-winning startup hub.

BY SUPPORTING ENTREPRENEURS THROUGH EMBARC COLLECTIVE, YOU SUPPORT THE HEARTBEAT OF ECONOMIC GROWTH IN FLORIDA.

DONATE AT [EMBARCCOLLECTIVE.COM/DONATE](https://embarccollective.com/donate)





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GET IN TOUCH WITH EMBARC COLLECTIVE

CONTACT US AT

HELLO@EMBARCCOLLECTIVE.COM



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