

Table of Contents

01 Top WOW Moments to Celebrate + Our Profile

Page 2

02 Phase 1 Innovate

PreFlight

Page 8

Twende

Page 10

03 Phase 2 Rapid Growth

Project Music & Entertainment

Page 12

Project Healthcare

Page 14

InFlight

Page 18

04 Phase 3 Stabilize or Exit

Speaker Series

Page 20

05 Phase 4 Circle Back

Circle Back Podcast

Page 21

06 All Phases

Membership

Page 22

Amplify Advisors

Page 23

07 Mobilize the Ecosystem

Renew Nashville, Scholarships, Pitch for Good

Page 26

NEXT AWARDS

Page 28

08 Optimize the Model

Supporting Partners

Page 31

The McWhorter Circle

Page 32

Top WOW Moments *to Celebrate*

Helping Nashville be the best place in America to start and grow a business is our first priority. We do this through connecting entrepreneurs to the resources they need to start and grow a business. In 2021, we served 2008 entrepreneurs on their journey through the entrepreneurial lifecycle. When entrepreneurs succeed in their business, it keeps our economy moving forward through job creation and revenue generation. And while we are still navigating a pandemic, working hard to connect entrepreneurs with resources, this year's results are proof that our economy is thriving.

“We are here to celebrate and elevate our entrepreneurial community.”



Launched corporate partnership with Mitsubishi Motors North America.

Lightning 100 partnered with Renew Nashville and the EC to generate audio commercials for new business. Nashville companies such as 312 Pizza, Miller's Florist, Perfectly Cordial, and more have used these resources to release their own ads.

Hosted the McWhorter Circle in-person at the Conservation Hall at the Tennessee Governor's Residence. This society of leaders and visionaries helps promote economic development through entrepreneurial job growth and revenue.

Hosted Pitch for Good: Tennessee Tough Edition in coordination with the Tennessee Titans.

Twende program went statewide, allowing us to serve entrepreneurs of color beyond Nashville. It has grown from 20 to 60 founders engaged in the new class.

Inaugural Telehealth Academy for early-stage innovators and entrepreneurs to learn from experts across the country in telehealth and virtual care.

Companies for all the cohorts in Project Healthcare, Project Music & Entertainment and InFlight graduated with the most revenue and funds invested in the history of the EC.

Launched new mini-series of Circle Back podcast, hosted by NFL legend Eddie George.

Launched expansion of Project Music & Entertainment.

The NEXT Awards broke in-person attendance and fundraising records. We also inducted four into the Entrepreneurs' Hall of Fame.

Axial Healthcare raised **\$70M.**

Current Project Healthcare companies raised **\$22M.**

Our Profile

Vision: Make Nashville the best place in America to start and grow a business.

Mission: Connect entrepreneurs with critical resources to create, launch and grow businesses.

Team: A talented, passionate team who leads best-in-class programming.

2,008
Number of entrepreneurs served

2,090
Jobs created

\$18M
Revenue generated in 2021 Program

\$119M
Capital raised as reported by program companies

Our Board

2022 Board of Directors

Row 1 (Top):

- Janet Miller, Board Chair
- Sherry Deutschmann, Vice Board Chair
- Beth Chase, Board Chair Emeritus

Row 2:

- John Ingram, Board Chair Emeritus
- Jane Allen, EC CEO
- Jeff Drummonds, Secretary
- Darrell Freeman, Governance Chair
- Kevin Crumbo, Finance Chair

Row 3:

- Linda Rebrovick, Development Chair
- Bill Brown
- Michael Burcham
- Mignon Francois
- Robert A. Frist Jr.
- Brian Fox
- Stacy Garret Koju
- Jessa Kelley

Row 4:

- David Klements
- Andy Moats
- Dr. Turner Nashe
- David A. Owens
- Courtney Ross
- Steve Schnur
- Saurabh Sinha
- Clint Smith
- Jorge Titingier

Row 5 (Bottom):

- Kelli Turner
- Damon Whiteside
- John Zarling
- Shani Dowell, Ex Officio
- Nicole Froker, Ex Officio
- Philip Gaskin, Ex Officio
- Hayley Hovious, Ex Officio
- Mike Rustici, Ex Officio
- Brian Moyer, Ex Officio
- Ralph J. Schultz, Ex Officio

Our Community

The EC community is a diverse group by gender, race, age, and sexual orientation. We help level the playing field for all.

Row 1 (Top):

- [Portrait]
- [Portrait]

Row 2:

- [Portrait]
- [Portrait]
- [Portrait]

Row 3:

- [Portrait]
- [Portrait]
- [Portrait]
- [Portrait]
- [Portrait]

How We Serve Entrepreneurs

PROGRAMS

- PreFlight
- Twende
- InFlight
- Project Healthcare
- Project Music & Entertainment
- Renew Nashville
- Telehealth Academy

SERVICES

- Event Space Rental
- Lockboxes
- Meeting Room Rental
- Navigation
- Studio Rental
- Video Production
- Podcast Production
- Photography

MEMBERSHIPS

- Connect
- CoWork
- Incubate
- Amplify

EVENTS

- NEXT Awards
- Pitch for Good
- Circle Back Podcast
- Speaker Series

44%

Female or non-binary

7%

LGBTQ+

39%

BIPOC

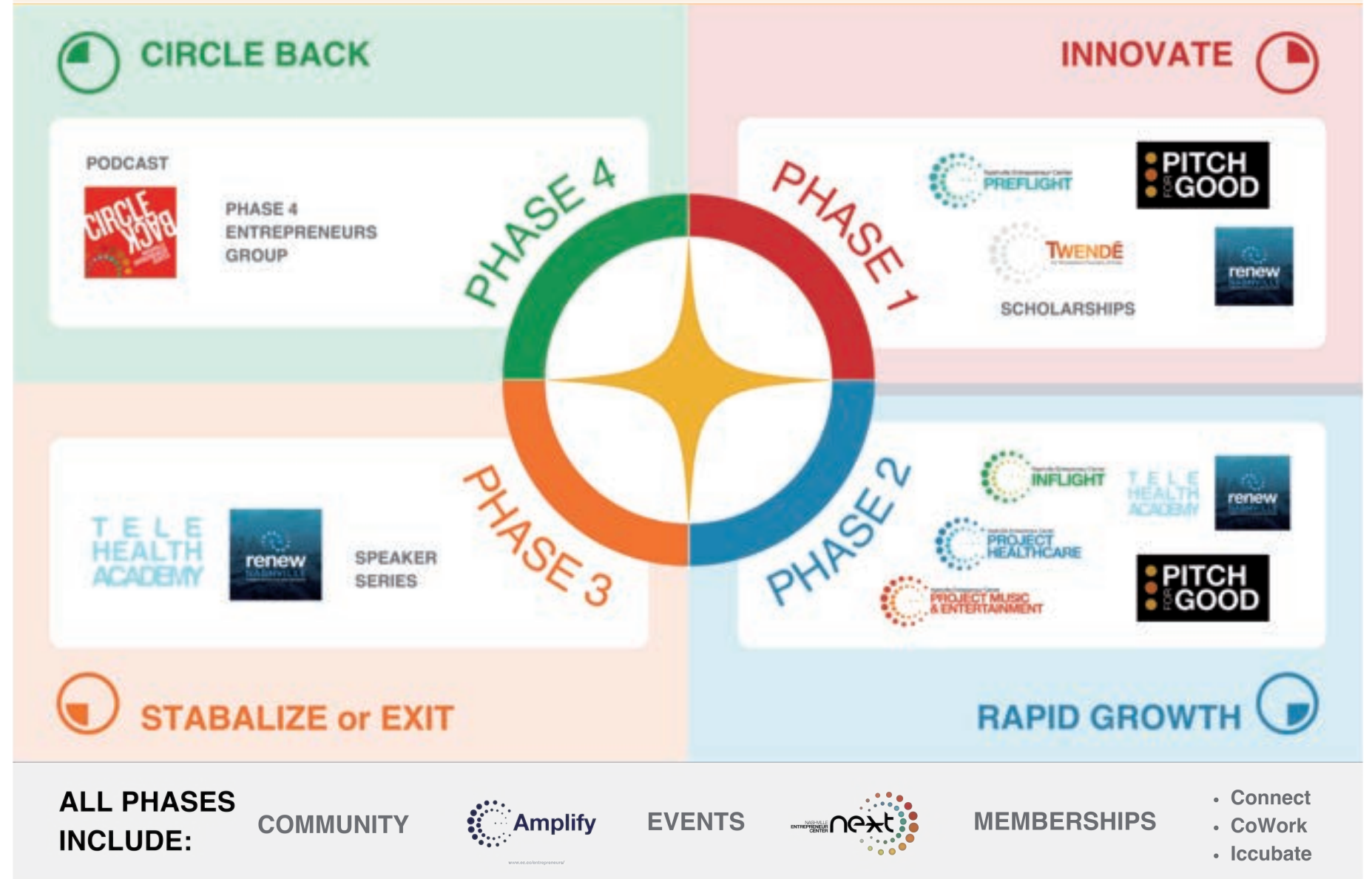
17%

Over 45 years old

Equip Entrepreneurs

Our Programs

THE ENTREPRENEUR'S LIFECYCLE



Our Programs



PHASE 1:
Innovate

Nashville Entrepreneur Center

PREFLIGHT

PreFlight is a 14-week program that walks first-time entrepreneurs step-by-step from “I have an idea” to “I have a business.” The intent is to empower entrepreneurs with knowledge and support as they bring their business to life.

This is Phase 1 of the Entrepreneurial Lifecycle. This program provides weekly interactive coursework with our network of mentors and successful entrepreneurs who offer support as they begin to establish a solid business foundation.

Program Partners



fourthCAPITAL



35
of Entrepreneurs
Served in 2021

18
BIPOC participants
(51% increase)

2014
Year founded

20
Female participants
57% increase

WOW MOMENT



Amy Cotta, Joseph James
Wearable Gratitude



Amy Cotta, Joseph James
Wearable Gratitude

PreFlight graduate and Renew Nashville participant:

On Veterans Day, November 11, 8pm, two Nashville entrepreneurs and business partners appeared LIVE on “America’s Big Deal!” on the USA Network. Amy Cotta from Franklin, TN, and her business partner, SFC (RET) Joseph James of Hendersonville, TN, were selected to appear on this groundbreaking series that invites entrepreneurs from across the country to sell their ready-to-ship products on-air in real-time to live home viewers.



WEARABLE GRATITUDE

Our Programs

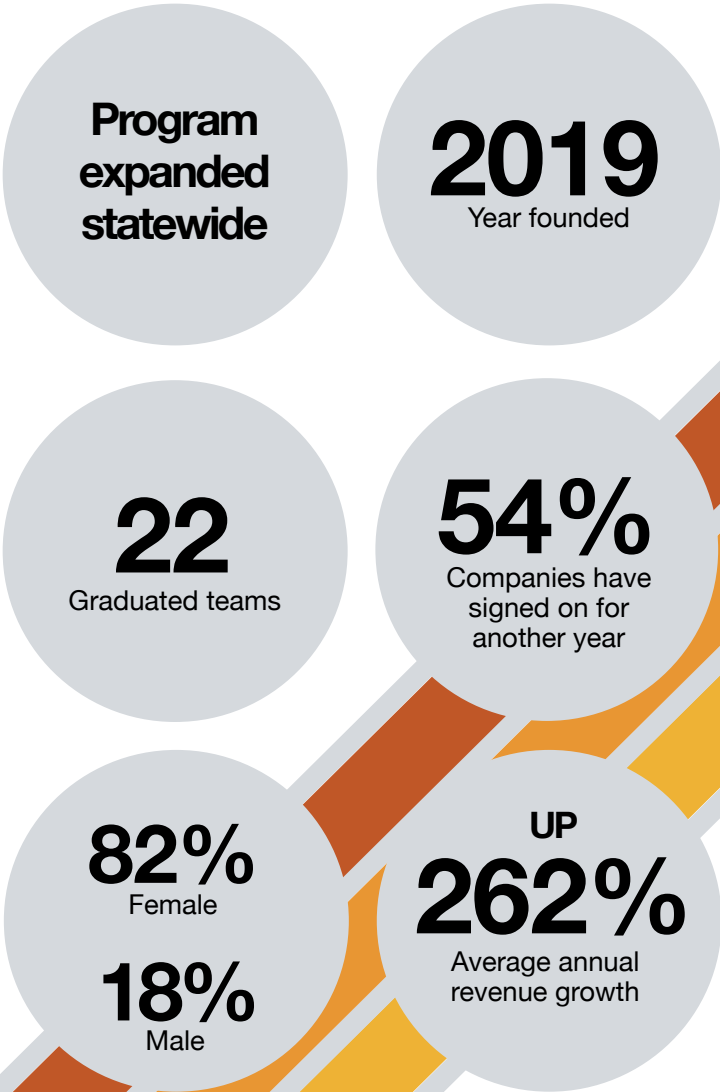


Nashville Entrepreneur Center TWENDÉ

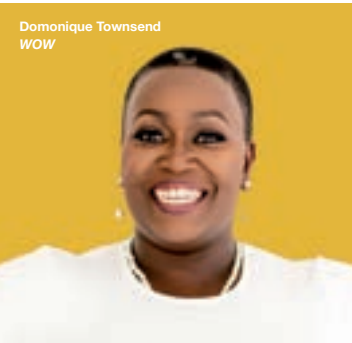
Twende is Kiswahili for “let’s go.” This is the spirit of the EC’s program driving the growth of Nashville’s entrepreneurs of color.

Twende is a year-long program for entrepreneurs of color in all industries looking to significantly grow their businesses, and gain access to world-class curriculum, a supportive community, and individualized mentorship.

Program Partners



WOW MOMENTS ✨



Domonique Townsend
WOW

WOW helps business executives create human-centered work approaches to increase engagement, productivity and for women in the workplace.

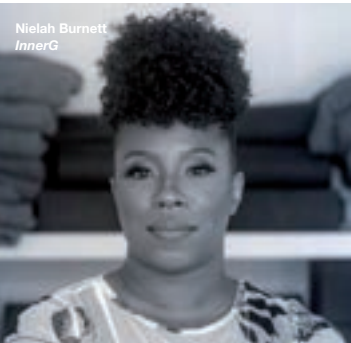
Added 20 hours of capacity per week for an executive experiencing burnout.

Taught her framework to more than **1,000** employees since 2020.

Achieved **\$1.7M** for clients in continuous improvement savings in 12 months.

Facilitated an internal employee forum to build value-added relationships between employees and managers.

Increased Engagement by **177%**.



Nielah Burnett
InnerG

InnerG opened an innovative juiceria and yoga studio, based in north Nashville, TN.



Karen Williams
MinTech Agency

MinTech Agency is a Diversity Tech Recruiting and Staffing company with a focus on connecting Black and Latinx talent to great organizations.

PreFlight and Twende alumna Karen Williams and her company MinTech Agency were highlighted in the national publication, Essence.

Our Programs



Nashville Entrepreneur Center

PROJECT MUSIC & ENTERTAINMENT

Project Music & Entertainment is a year-long program that serves all aspects of the entertainment industry--from music to sports and gaming--all to foster innovation, nurture growth, and drive the future of the entertainment industry.

The program was developed with help from the Country Music Association (CMA) to bring music, technology and business leaders together to accelerate the development of industry-changing startups.

Program Partners



100+

Mentors dedicated to mentoring/advising

2015

Year founded

12

Entrepreneurs in 2020-2021 cohort

42%

BIPOC participant

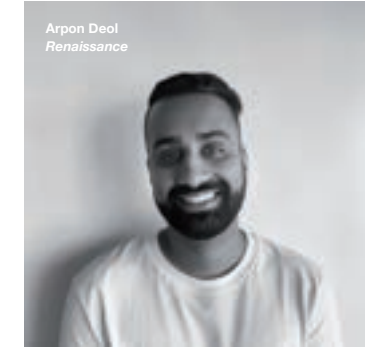
WOW MOMENTS



Founder Chris Cummings, Iconic Moments launched NFT marketplace; secured **\$2m+** investment.



LabelRadar - achieved **\$30,000** MRR; entertaining an acquisition.



Renaissance **600M+** total streams tracked in-app; 10M+ participants; team doubled; worked with Republic Records, Warner Music, Big Machine, and more.



Project Music 2020 Alumni ArtistWorks provides online music instruction where master musicians teach through their Video Exchange® Learning concept and platform. It was acquired by TrueFire Studios, connecting leading names to online music education.



Vyrill raised **\$3M.**



Our Programs



Nashville Entrepreneur Center
**PROJECT
HEALTHCARE**

Project Healthcare is Nashville's leading healthcare entrepreneurship initiative: driving transformation in the healthcare industry through tailored programming and connections.

This program leverages relationships with Nashville's healthcare industry giants and provides unmatched access to the top experts and resources in the field.

Program Partners



2017
Year founded

100+
Mentors/advisors
dedicated to program

10+
Leading industry
companies speaking

16
of entrepreneurs in
2021-2022 cohort



AxialHealthcare Rebrands
as Wayspring, Raises
\$75M
for Value-Based
Care Solution.



Rare Disease Data Trust helps
healthcare providers discover rare
diseases. They raised
\$475K
in capital and are based in Nashville.



Darvis raised
\$1M,
generated
\$2.6M
in revenue, relocated from
San Francisco to Nashville.



GeneXsure is Nashville-
based and helps users
understand genetics-
based family risk for
cancer, cardiac and other
illnesses. They generated
\$200K
in revenue in 2021.



Co-founders Ryan Brebner
and Laura Robbins',
Advocatia named
Healthcare "Emerging
Winner" at NEXT Awards;
form strategic partnership
with OLIVE and Unite Us.



Founder Mike Murray's
Scope Security raised
\$20M
Series A funding.



Lineus Medical, founded
in 2015, offers controlled
separation in an IV line, so
that it is harder to pull out
the IV catheter. It completed
\$3M in Series B Funding
Round for a total of \$6.4M
to support the development
and launch of the company's
first medical device
SafeBreak Vascular.



Nashville Entrepreneur Center TELEHEALTH ACADEMY

The inaugural Telehealth Academy was an immersive, 8-week program for healthcare providers who accelerated telehealth during the pandemic and needed to step back, reassess and develop a roadmap to integrate it into their care delivery strategies post COVID.

Telehealth has been a long time in the making but made huge advances with the onset of COVID-19, resulting in:

- Digital therapeutics
- The intersection of mental health and emotional well-being with medical care
- Applied data science
- Partnerships between industry leaders, incumbents and technology, innovation, and investment
- Solutions to industry challenges, such as staffing challenges, clinician burnout, quality, safety, cost, access, and equity

The program targeted Nashville’s top healthcare leaders by addressing:

Policy, business models, technology, whole-person care and consumerism.

Corporations and Entrepreneurs Learning Together

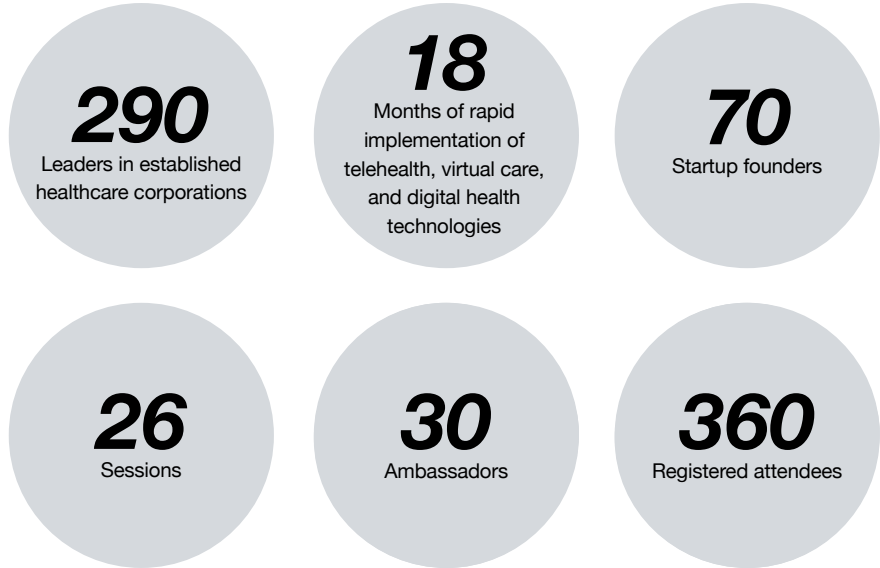
Employer Models



Kristen Helton, Amazon Care



Jami Doucette, MD, Premise Health



31 Executive Speakers













10 Physicians

5 Classic Entrepreneurs
(Oron Afek, Marjorie Morrison, Jonathan Bush, Nick Desai, Lyle Berkowitz, MD)

6 Health Systems
(VUMC, HCA Healthcare, Atrium Health, Mayo Clinic, Intermountain Healthcare, Mass General Brigham)

4 Associations/Policy
(Center for Connected Health Policy, The Keckley Report, the AMA, Business Group on Health)

1 Senator
(Senator Bill Frist, MD)

9 Technology Companies
(Vim, Olive, Zus Health, Psych Hub, Caregility, OneView, Teladoc, HeyRenee, MeMD)

Program Partners



8 Sponsors

including: Olive NTT DATA

Our Programs



Nashville Entrepreneur Center INFLIGHT

The year-long InFlight program addresses the unique challenges facing Nashville-based entrepreneurs in any industry who are generating revenue and are looking to grow or scale.

This accelerator-level program features monthly activities with interactive classroom sessions with world-class curriculum, a supportive peer-group, connections to Nashville business leaders and personalized, hands-on attention through dedicated case managers.

Program Partners



\$600,000 to
\$1.15 M
Average Annual
Revenue growth

5.3 to
9.8
Average FTEs growth

2018
Year founded

11
Teams representing
9 industries

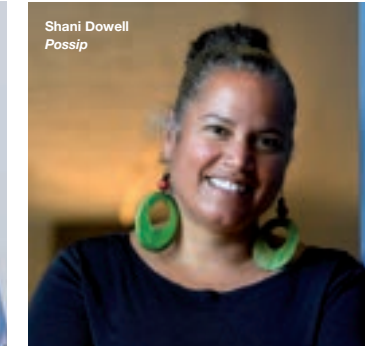
WOW MOMENTS ✨



CUE Audio uses high-frequency, inaudible audio signals to transmit data via any sound-based media.

Growth of employees from 5 to **22** FTEs in less than a year, many of whom are located in Nashville.

Revenue grew from 500k to **\$2.5M** annually.
<|||> CUE



Possip helps schools get real-time feedback from parents using a multi-lingual engagement platform to gather information.

Crossed over the **\$1M** annual revenue mark.

Grew to **14** team members and continues to hire.
POSSIP



Pivot Technology School is a 20-week accelerator teaching data analytics, software development, cyber security and healthcare analytics.

Annual revenue grew from \$150,000 to **\$650k** and is now at 15 FTEs.

Landed Amazon, Shipt and Deloitte as customers.

Founder Josh Mundy named 2021 NEXT Award Winner.



Our Programs



Nashville Entrepreneur Center

STABILIZE OR EXIT

Speaker Series

Our signature speaker series allows our community to learn from elite entrepreneurial leaders in Nashville and beyond. These events have drawn hundreds of entrepreneurs across the lifecycle, from entrepreneurs just starting out, to Phase 3 entrepreneurs looking for the next step.



Cliff Goldmacher
Songwriter, Music Producer,
Entrepreneur, and Educator
February 22, 2021



Brian Fox
Founder of Confirmation
May 12, 2021



Henry Hicks
President and CEO of the
National Museum of African
American Music
October 12, 2021



Cesar Gueikian
Brand President at Gibson
Brands Inc. and Founder of
Octave Group
March 9, 2021



Sharon W. Reynolds
President and CEO, DevMar
Products
September 14, 2021



Dr. Josh Axe
Co-founder, AVO Ancient
Nutrition and Founder of
DrAxe.com
November 9, 2021

Our Programs



CIRCLE BACK

Once entrepreneurs exit the Lifecycle, they have the opportunity to come back to help entrepreneurs at earlier stages of the Lifecycle. They are able to contribute to the ecosystem.

The Circle Back podcast supports this phase- it features an array of exceptional entrepreneurs as they revisit the moments that defined their paths. After a successful first season, “Circle Back” will return for season two to share insights and learnings from highly esteemed Nashville entrepreneurs.

2021 CircleBack series was made possible by the Beth and Randy Chase Family



Membership

Being an entrepreneur can sometimes feel like constantly fighting a lonely, uphill battle. This is where the EC comes in. It helps you connect with others through events, networking and workshops.

We offer three different levels of membership for people looking to connect with our resources, advisors and affordable downtown Nashville space.

CONNECT

Online community
Virtual events

Connect Members: 94

COWORK

Connect +

Members pick from open seating in the building
Access to member-specific events & workshops
Free wifi
Meeting rooms

CoWork Members: 150

INCUBATE

CoWork+

Dedicated desk space
24/7 building access
Access to virtual resources,
Slack community
Meetings with network Advisors

Incubate Members: 47

WOW MOMENTS ✨



Renee Bobb
Training and Development Firm
Renee Bobb

Long-time EC member and founder of Renee Bobb Training and Development Firm, Renee was named the Dr. Paris Love 2021 Military/Entrepreneur Award Winner.



Debbie Garcia
Virsitour

Debbie Garcia (founder, Virsitour) was a semi-finalist in the global Founders Live pitch competition.

FOUNDERS
LIVE



Scott Campbell
Persist Nashville

Scott Campbell with Persist Nashville distributed more than 133 microgrants to students totaling **\$20,769.**



Amplify Membership

Our 300+ network of business experts differentiates the EC from other entrepreneurial organizations and cities around the world. These business experts come from all industries and all functions of business to walk alongside our entrepreneurs.

300+

Experts and successful entrepreneurs

Relaunched Advisor Program as Amplify Membership™ and grew enrollment

28%

Entrepreneur satisfaction

4.82/5

Advisor satisfaction

4.47/5



Adam Carbonneau
Take The Stairs LLC



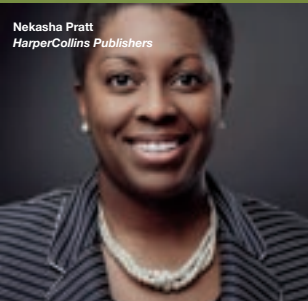
Monchiera Holmes Jones
MOJO Marketing + PR



Nikila Ravi
Cadence



Daniel Pawlus
HealthStream



Nekasha Pratt
HarperCollins Publishers



Tim Martinez



Danny Pippin
Couture Technologies



Julia Shults
Amazon



Julie Chadbourne
C2 Consulting

Mobilize the Ecosystem

Our Community





Renew Nashville continued to provide advanced critical COVID responses to founders and small business owners who were negatively affected by the pandemic. This year, Renew Nashville partnered with Lightning 100 to record audio commercials.

26

Spots written and recorded

932

Total diverse entrepreneurs served through either Navigation or Renew Nashville

41

Total companies selected and given a chance to get their spot on air

485

WOMEN ENTREPRENEURS served through either channel (37% increase)

472

BIPOC ENTREPRENEURS served through either channel (40.5% increase)

Scholarships

With the help of generous corporate, individual and foundation donors, the EC has provided 92 scholarships since 2015. Our programs make a real difference. With the hundreds of businesses in our high-touch programs, 84% are still in business today. That's 8 times the average survival rate of new businesses. For every \$1 invested in a scholarship, scholars have generated \$7 in investment and \$4 in revenue.

Scholarship Recipients

14

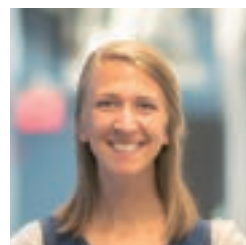
Women

14

People of Color

1

Veteran



Pitch for Good

Pitch for Good is a series of seven virtual monthly pitch events. Its purpose is to highlight and support Nashville's entrepreneurs focusing their innovation on solutions which benefit our community and world.

\$38,000 in grants awarded in 2021

12

Total grants awarded

20

Total scholarships awarded

190

Applicants

Topics included:

Women Founders

Black Founders

Healthcare

Music & Entertainment

Nashville Only

Tennessee Tough

Data Analytics/ AI



Thank you to our sponsors, who made this season possible:



DELL Technologies



650
Attendees

EC's
largest
fundraising event
in history

4

Hall of Fame
inductees

12
Winners

Voted 2nd
**Best
Event**
by Nfocus Magazine



The EC's NEXT Awards is devoted to recognizing exceptional entrepreneurs transforming their industries, creating opportunities, growing economies and improving lives in Nashville and far beyond.

After canceling the NEXT Awards & Entrepreneurs' Hall of Fame in 2020, the event returned October 25, 2021 at the Schermerhorn Symphony Center.

**"I'm getting mentored by
city leaders in Nashville:
teaching me to be
present, to be helpful."**

- Phil Henry, CodeX Academy



**"Nashville has a
'family' feel...vibrant
and growing at record
rates. It is truly watching
people's dreams become
their reality." - Elliott Noble**

**"For those people
who have a spark
inside them, the EC
provides a breath of air
that helps fan that spark
into a flame."**

- Governor Phil Bredeson



Optimize the Model

Supporting Partners

2021 Supporting Partners

Partners who give to support our mission:



In-Kind Partners



DEX Score & Win - thanks to the Preds for selecting the EC as a charity partner for this competition series.

Partners

As a non-profit organization, the EC relies on the generous support from donors to give time, money and expertise to fuel the EC's Mission. We work with individual donors, the business and investor communities, foundations, and local, state and federal governments to provide the resources needed to help entrepreneurs turn their ideas into a reality.

Combining this support with the EC's experience in delivering world-class programming and connections to industry leaders, allows the EC to help entrepreneurs increase their likelihood of success.

Supporting Partners provide philanthropic support which fuels the EC's mission to equip entrepreneurs and innovators with the critical resources to create, launch and grow businesses.

Program Partners are aligned with one or more of the EC's signature entrepreneurial education programs to provide program funding industry insights and business expertise to help entrepreneurs build their businesses.

Innovation Partners have a unique opportunity to identify and help influence entrepreneur solutions and innovations that align with the partnering company's vision and strategy.



Clayton McWhorter, the EC's founding Chair, helped hundreds of entrepreneurs and leaders throughout his life and is remembered for the four guiding principle that were his legacy to those he mentored.

Be Prepared
Find a Mentor and Be a Mentor
Act Like an Owner
Give Back

Special thanks to The McWhorter Circle

Platinum

Jane and Greg Allen
 David Baxter
 Lucius Burch
 Betsy and Ryan Chapman
 Beth and Randy Chase
 Dan Crockett
 Kevin and Katie Crumbo
 Dana and David Curtis
 Mark Deutschmann
 Sherry Deutschmann
 Joe Galante
 Angela Humphreys and Joe Cashia
 Stephanie and John Ingram
 Darren Metz
 Phylance and Turner Nashe
 Anissa Nelson-Carlisle
 Pam and Phil Pfeffer
 Linda and Art Rebrovick
 Joe and Dorothy Scarlett
 Dee Anna and Hubie Smith
 Leah and Jim Sohr
 Jimmy Spradley
 Kathy and Jon Yarbrough

Gold

Nancy Allen, John Burch, & Matt King/FCA Venture Partners
 Erin and Allen Baler
 Sarah and Bo Bartholomew
 Angela and Jerry Bostelman
 Pamela Bollinger
 Mary and Bill Brennan
 Judith Bright
 Cathy and Martin Brown
 Howard and Karen Burris
 Katherine and Mike Cannata
 Trudy and Bill Carpenter
 Sandra and Dean Chase
 Gina and Jeff Drummonds
 Meg Epstein
 Susan and Jason Epstein
 Stephanie Fletcher/AllianceBernstein
 Melissa and Bobby Frist
 Kimberly Pace-Furse and David Furse

Noel Geer

Christie and Landon Gibbs
 Debbie Gordon
 Carlana and Aubrey Harwell
 Chris Hefley
 Malinda and Joe Ivey
 Ann Johnson
 Denice and Milton Johnson
 Rebecca and David Klements
 Meredith and Jimmy Leach
 Alvin Love II and CeCe Winans Love
 Anne and Arnie Malham
 Kate Malone Jackson
 Katherine and Jim McElroy
 Leigh Anne and Stuart McWhorter
 Janet and David Miller
 Jason and Mary Moore
 Richard Moscardelli
 Nick Odgen
 Tom Raney/JE Dunn Construction

Nancy Schultz/northhighland

Laurie and Jim Seabury
 Wesley Shutt
 Saurabh Sinha
 Holly and Clint Smith
 Andy Faight/Abby Spaulding/Continuum Planning Partners
 Nancy Stabell
 Eric and Nancy Thrailkill
 Jorge Titingier
 Judy and Steve Turner
 Kelli Turner
 Mary Glenn and Dave Vreeland
 David Waddell/Waddell & Associates
 John West/Deloitte
 Ed Woodside